



2020

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम
Business Studies	3 1 0	English

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

माध्यमिक शिक्षा मण्डल, मध्य प्रदेश, भोपाल

320- 104039

अंकों में परीक्षार्थी का रोल नम्बर

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केवल परीक्षक द्वारा भरा जावे।

प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करें।

प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (प्रश्नों में)
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केंद्राध्यक्ष/सहायक केंद्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे ↓

क - पूरक उत्तर पुस्तिकाओं की संख्या अंकों में शब्दों में

ख - परीक्षार्थी का कक्ष क्रमांक **05**

ग - परीक्षा का दिनांक **13 03 2020**

परीक्षा का नाम एवं परीक्षा केंद्र क्रमांक को मुद्रा

हायर सेकेण्डरी परीक्षा **421002**

पर्यवेक्षक का नाम एवं हस्ताक्षर: **R. Sht**

केंद्राध्यक्ष/सहायक केंद्राध्यक्ष के हस्ताक्षर: **R**

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

प्रमाणित किया जाता है कि मूल्यांकन के समय पूरक उत्तर पुस्तिकाओं की संख्या उपरोक्तानुसार सही पाई होले क्राफ्ट स्टीकर क्षतिग्रस्त नहीं पाया गया तथा अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टि एवं अंकों का योग सही है।

निर्धारित मुद्रा : नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाए।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा: परीक्षक के

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मुकुन्द
9951816126
पी.जी.टी. कॉमर्स
एकलव्य मॉडल स्कूल

नोट : "हायर सेकेण्डरी परीक्षा में केवल वाणिज्य स्वीकृत है। तब हाईस्कूल परीक्षा में प्रायोगिक विषय को छोड़कर शेष विषयों हेतु नियमित एवं स्वाध्यायी छात्रों के लिये प्रश्नों पर 100 अंकों का होगा किन्तु नियमित छात्रों को 100 अंक के प्राप्तांक का 80% अधिभार एवं स्वाध्यायी छात्रों को 100 अंक के प्राप्तांक ही अंकसूची में प्रदर्शित किये जायेंगे।"

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Answers of Question $\Rightarrow 1$

- (i) F.W. [Frederick Winslow] Taylor
- (ii) Subject to change ✓
- (iii) First ✓
- (iv) Flexible ✓
- (v) 1st April 1951 ✓

Answers of question $\Rightarrow 2$

- B** (i) False ✓
- S** (ii) True ✓
- E** (iii) False ✓
- (iv) False ✓
- (v) True ✓

Answers of question $\Rightarrow 3$

- (A) Part of direction ✓
 - (B) Motivation ✓
 - (C) Revenue equal to cost ✓
 - (D) Budget ✓
 - (E) Cost Controlling ✓
- Communicating
 - Psychological
 - Break even point [B.E.P.]
 - Forecasts
 - Production expenses



Answers of Question \Rightarrow 4

- (i) Placement Induction is the last stage of selection process
- (ii) Equity shares is the main source to obtain fixed capital.
- (iii) Capital is the life blood of business
- (iv) Working Capital is the sum of ^{current} total assets which is used in utilising it to meet current liabilities.

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(v) Fixed capital is used to purchase fixed assets.

Answers of Question \Rightarrow 5

- (i) Reserve Bank of India
- (ii) None of above
- (iii) 1992
- (iv) All of these
- (v) Prof. J.P. Verma

Answer \Rightarrow 26

Ans. SEBI, Security Exchange Board of India was established in the year 1992. It is the regulatory body of secondary market in India



प्रश्न क्र.

Objectives and functions of the SEBI

Functions

- (i) Regulation of Stock Exchange \Rightarrow SEBI regulates the business of the secondary market or stock exchanges under the act Securities contract regulation act 1956
- (ii) Registration of Brokers \Rightarrow SEBI registers the working of intermediaries in the secondary market. It registers the working of stockholders, underwriters, Mercantile bankers etc.
- (iii) Checking of Malpractices \Rightarrow SEBI checks the malpractices and frauds on the part of intermediaries. It checks the misleading activities of intermediaries.

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Objectives of SEBI

- (i) Protects the ~~Consumers~~ General public \Rightarrow SEBI aims to protect the interests of general public who have invested in the securities of Stock Exchange

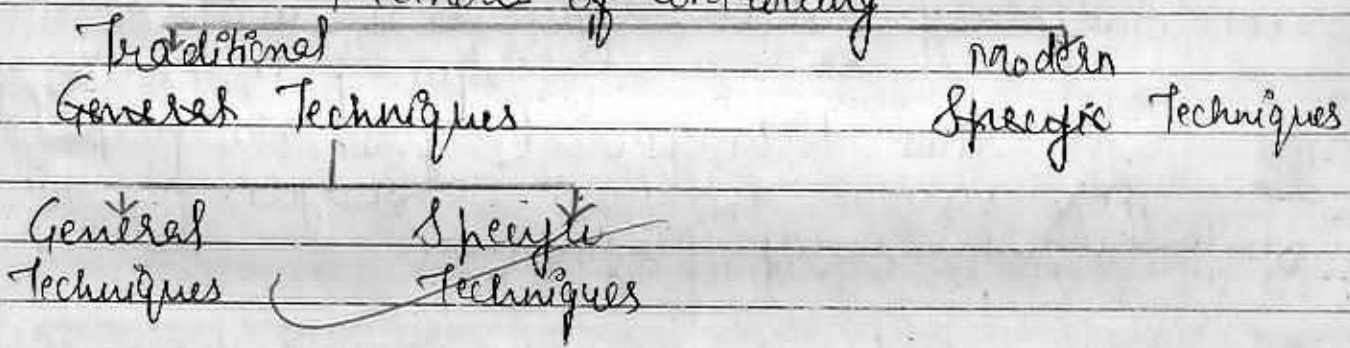


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(ii) Protects the investors \Rightarrow SEBI aims to protect the interests of big investors like shareholders, stakeholders and other such investors etc.

Answer \Rightarrow 25

Ans. Methods of Controlling



General Techniques

(i) Control by Motivation \Rightarrow The activities of employees can be effectively controlled by motivation. Motivation encourages self control. Employees work with the motto of goal achievement.

(ii) Control by auditing \Rightarrow Auditing refers to verification and checking of frauds and misleading data. This process of controlling is generally used in financial management.



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(iii) Control by written orders \Rightarrow In this type of control, the employees are instructed to work by giving orders. Employees have to follow these orders.

Specific Techniques

(i) Budgetary control \Rightarrow This is the most traditional technique of controlling.

B In this technique budgets are prepared for various activities. Budgets provide standards of performance.

S
E (ii) Material (Inventory) control \Rightarrow Material control is not only concerned with finished goods but semi finished goods also. By this, the stock of supply and quantity of products, raw materials are maintained.

Answer \Rightarrow 24 [or]

Procedure of Selection of Employees [In brief]

(i) Preliminary Screening \Rightarrow It is the first step of selection process. It is done to reject the employees who are failed to fulfill necessary requirements. ^{candidates}



- (ii) Interview \Rightarrow After preliminary screening, ~~employees~~ ^{candidates} interview with the managers. Managers evaluate the answer given by the candidates. They check their communication skills, self confidence etc.
- (iii) Medical Examinations \Rightarrow It is necessary for the candidates to be physically fit for the better and efficient performance. So, physical tests are conducted.
- B**
S (iv) Reference check \Rightarrow Managers check the reference of candidates. Candidates
E are asked to mention the names of former employers and few persons which are known to them.
- (v) Placement Induction \Rightarrow After giving appointment letter, managers provide the job to candidates and put them to the job according to ~~his~~ their capabilities.

Answer = 23

"Planning is a trap to capture the future"



प्रश्न क्र.

Answer \rightarrow 23 [04]

Ans.

"Planning is a trap cage kept to get future"

- Allen

Limitations of Planning

(i) Expensive process \Rightarrow Planning is an expensive process. Lot of information need to be gathered for planning. Companies also hire experts to make plans which is costly.

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(ii) Inaccuracy \Rightarrow Planning is inaccurate in nature. Planning is concerned with future and future is uncertain. It is based on forecasts and forecasts may be wrong.

(iii) Time consuming \Rightarrow Planning is considered as planning time consuming process because in the various alternatives are need to be evaluated and selection of best alternatives take more time.

(iv) Lack of flexibility \Rightarrow Once plan is made, small changes are possible but big changes are impossible according to requirements. Rigidity makes planning ineffective and inflexible.



(iv) Immutability \Rightarrow The business which deals in fashionable garments the planning has narrow scope because changes take place rapidly in such business.

Answer \Rightarrow 22

Principles of F.W. Taylor.

- B** (i) Replacement of Rule of thumb \Rightarrow Taylor replaced the rule of thumb with the organised knowledge. Rule of thumb means making decisions on the basis of opinions but Taylor ~~that~~ thought that decision should be taken scientifically.
- S** (ii) Differential piece-wage system \Rightarrow Taylor introduced Differential piece wage system which means efficient and inefficient workers should be paid wages at different rates. Wages should be based on individual performance.
- E** (iii) Functional foremanship \Rightarrow Taylor introduced eight boss scheme. According to this ~~four~~ four boss at office level and four at factory level supervise the workers on work.



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(iv) Standardisation \Rightarrow Standardisation means providing standard tools and equipments to workers. Taylor thinks that it is not enough safe environment is also provided to the workers.

(v) Mental revolution \Rightarrow There should be a complete change in the thinking of workers and managers. ~~So~~ workers do not think that managers exploit them. Managers also shouldn't think that workers are dishonest. They should develop cooperative attitude towards each other.

Answer \Rightarrow 21

Basis of Difference	Advertising	Personal Selling
Contact	There is no face to face contact in advertising	There is face to face contact between sellers and customers.
Nature	It is repetitive and impersonal in nature	It is non-repetitive and personal in nature
Feedback	Immediate feedback is not necessary	Immediate feedback is necessary
Useful	It is useful in the initial stage of product	It is useful in later stages of product.



Answer $\Rightarrow 20$

Ans. Marketing Mix \Rightarrow Marketing Management handles the task of marketing. For this it makes plan regarding the product, price, place [channel of distribution] and promotion. The combination of these elements are called marketing mix. It is also

Elements of Marketing Mix

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S (i) Product Mix \Rightarrow In this, all the decisions related to production are taken. Managers think that how much range of product line is to made. Product Mix is also called Product Line.

E

(ii) Price Mix \Rightarrow It is the most important element to be taken by manager. Price is the value of exchange between goods. Managers ^{have to} set the price of product according to market conditions. It should neither be too low nor too high.

(iii) Place [channel of Distribution] Mix \Rightarrow In this, Managers evaluate all the factors of market and select the level of channel of distribution. The more the intermediaries the higher the price of product and vice-versa etc.

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(iv) Promotion Mix \Rightarrow Promotion refers to advertising the product and make the product popular among customers. Advertisement, sales promotion etc. are helpful in promotion.

Answer \Rightarrow 19 [Or]

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Working Capital \Rightarrow Working capital refers to that capital which is used to meet day-to-day expenses such as raw materials, stock etc.

Determinants of working capital requirements

- (i) Size of Business \Rightarrow If the size of the business is large, it needs to maintain more stock and debtors, so the working capital requirement is more and vice-versa.
- (ii) Term of Buying & Selling \Rightarrow If the business purchases raw materials on credit and sells goods on cash, so that it requires less working capital requirements and vice versa.



(iii) Sales Rotation \Rightarrow If the sales rotation is fast in business, it requires less working capital requirements because goods produced are sold speedily and businessman gets money.

(iv) Cost of raw materials \Rightarrow If the cost of raw materials is high, business requires more working capital requirements and if the cost of raw materials is low, business requires less working capital.

Answer \Rightarrow 18

Two advantages of informal Organisation

(i) Communication is fast \Rightarrow In informal organisation the channel of ~~line~~ communication is not followed. So, there is fast communication.

(ii) Provides Social Satisfaction \Rightarrow As ⁱⁿ informal organisation the relations between members are personal. They try to provide social satisfaction to each other.



Disadvantages of Informal Organisation

- (i) Spreading of rumours \Rightarrow As in informal organisation no formal channel of communication is followed. So it often leads to rumours.
- (ii) Following of norms \Rightarrow People working in the informal organisation have to follow certain norms of an organisation.

Answer \Rightarrow Q. 17 [OR]

Basis of Difference

Delegation of Authority
Meaning Delegation means assigning works to others and giving them authority to do it.

Decentralisation

Decentralisation refers to systematic dispersion of authorities among different departments

Period It is generally done for short period

It is generally done for long period

Autonomy It requires regular supervision on employees

The units enjoy greater freedom

It is suitable for small organisations

It is suitable for big organisations



Answer \Rightarrow 16 [OR]

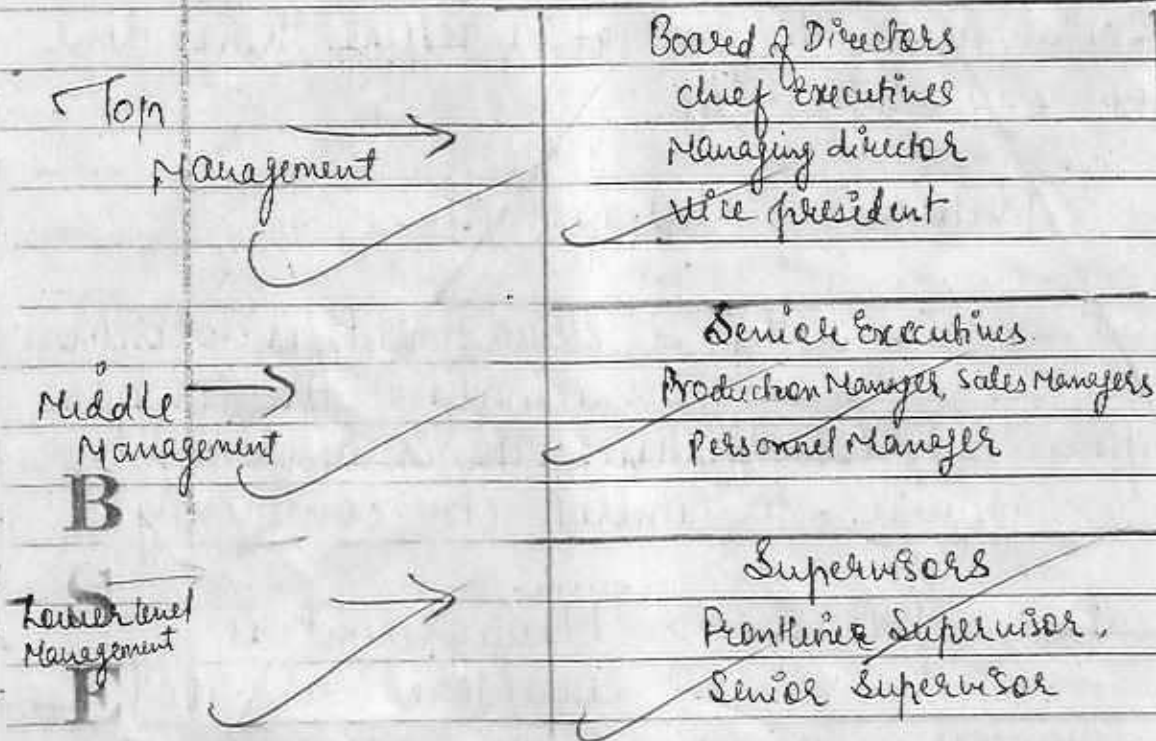
Management refers to an art of getting things done effectively and efficiently.

Nature of Management

- (i) Management as an activity \Rightarrow Management is a continuous activity. As long as organisation is an existence it is necessary to plan, to organise, to control etc continuously.
- (ii) Management as a process \Rightarrow Management is considered as goal oriented process. The functions and activities lead to the achievement of goals.
- (iii) Management as a Science and art \Rightarrow Management is both science and art. Management has certain principles which are to be applied in different situations.
- (iv) Management as a Discipline \Rightarrow Management is considered as a discipline. Because Management is taught as a different subject. We can learn management in IITs.



Answer \Rightarrow 15



Levels of Management

- (i) Top level Management \Rightarrow This is the head of organisation. It includes representatives of Shareholders. CEO, Board of directors etc. Top management sets the objectives and made the policies.
- (ii) Middle level Management \Rightarrow In this level the head of the various departments are there. It implements the policies made by the top management. It serves as a link between top management and lower level of management.



- (iii) Lower level Management \Rightarrow It is also called as Supervisory or operational management. This department consists of Supervisors who supervise the workers on work. This department solves the ~~problem~~ of the workers and serves as a link between middle-level management and workers.

Answer \Rightarrow 14

- (i) Right to safety \Rightarrow Consumers have a right to be protected against the harmful goods which ~~are~~ injurious to health.
- (ii) Right to be Informed \Rightarrow A consumer has a right to get the information about the ingredients, contents, information regarding other matters of products.
- (iii) Right to select \Rightarrow Consumers have a right to select ^{from among} the wide variety of products. No seller can compel the ~~customer~~ consumers to buy particular product.

Answer \Rightarrow 13

- (i) Detailed checking \Rightarrow Consumer should check all the information regarding product like Name of the product, address of the manufacturer etc.



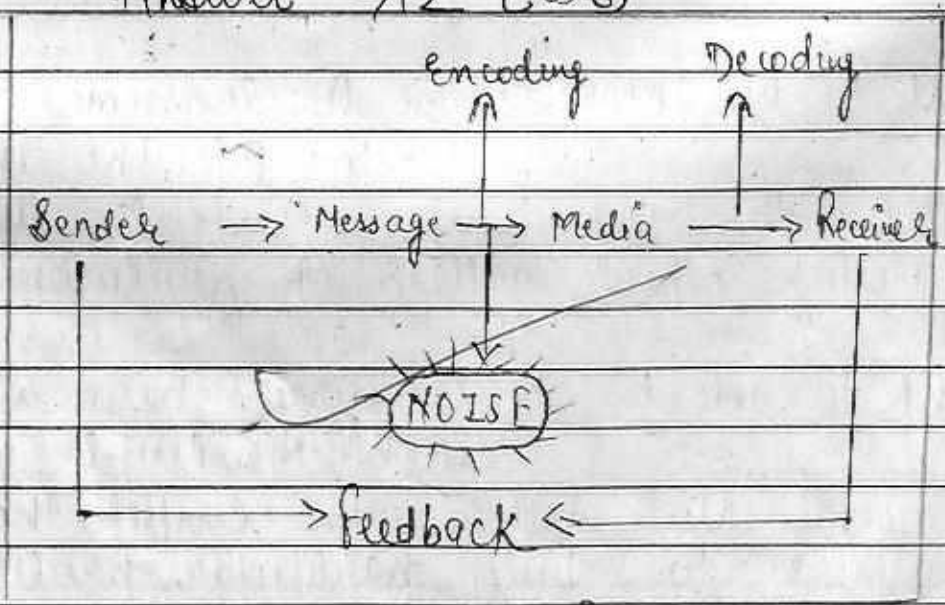
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(iii) Quality consciousness => A consumer should buy the quality product which have quality mark such as AGMARK, ISI, WOOLMARK etc.

(iii) Weight and measures => There are certain products which require weight and measures. Consumers should check there is no underweight and no overweight done by seller.

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Answer => 12 [06]



Communication process

Elements of Communication process

(i) Sender => A sender is a person who wants to send a message to the receiver.



- (ii) Encoding \Rightarrow Encoding means converting the message into sign, symbol, Gestures etc
- (iii) Receiver \Rightarrow Receiver is a person who receives the message send by sender.

Answer \Rightarrow 11

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- (i) Intelligent \Rightarrow A leader should be intelligent and wise. A leader should understand the problem of workers and try to solve it.
- (ii) Self confidence \Rightarrow A leader should have a self confidence and zeal in order to lead the followers towards goals.
- (iii) Communication ability \Rightarrow A leader should have sound communication ability in order to communicate the goals to followers.

Answer \Rightarrow 10 (or) 7

Formal Communication refers to that communication which is generally in written form [Block & white]. Formal Communication follows a ^{particular} pattern of channel of communication. The record of formal communication can be kept for future references. It may be downward, upward and horizontal.



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Answer \Rightarrow 9

Planning is the primary function of management which means deciding in advance the future course of action. It refers to deciding what work is to be done, how much work is to be done, how the work is to be done and who is going to do it. It is the continuous activity.

Answer \Rightarrow 8 [Or]

By social environment, we mean the broad characteristics of society in which business exists. The elements of social environment are;

Size and of the family
Education and literacy rate
Birth rate & death rate
Tradition and customs.

Answer \Rightarrow 7 [Or]

Liberalisation refers to remove the unnecessary trade restrictions which are put by the government before 1991. It refers to end the quota, tariff etc, licensing system. The main aim of liberalisation is to increase the production and increase the efficiency of economy.

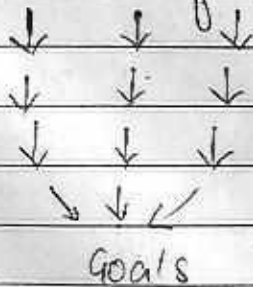


Answer \Rightarrow 6 [out]

Unity of Direction is the principle propounded by Henry Fayol.

According to this principle, Each group having the same objective must have one group one head plan. It means all the efforts of the employees are directed towards the achievement of goals.

Presence of Unity of Direction



Absence of Unity of Direction

