

2020



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय BUSINESS STUDIES	विषय कोड 310	परीक्षा का माध्यम ENGLISH
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माध्यमिक शिक्षा मण्डल, म.प्र., भोपाल माध्यमिक शिक्षा मण्डल, म.प्र., भोपाल

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अंकों में परीक्षार्थी का रोल नम्बर

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शब्दों में

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एक एक दो चार तीन नौ

क - पूरक उत्तर पुस्तिकाओं की संख्या अंकों में **02** शब्दों **TWO**

ख - परीक्षार्थी का कक्ष क्रमांक **04**

ग - परीक्षा का दिनांक **13 03 2020**

परीक्षा का नाम एवं परीक्षा केंद्र क्रमांक की मुद्रा

हायर सेकेंडरी परीक्षा केंद्र क्र. 461040

पर्यवेक्षक का नाम एवं हस्ताक्षर : **समीश कलमकर**

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केंद्र क्र. - 461040

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

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

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

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा : **A. K. J...**

परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा : **3770**

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नोट :- "हायर सेकेंडरी परीक्षा में केवल वाणिज्य संकाय के प्रायोगिक विषय को छोड़कर शेष विषयों हेतु नियमित एवं स 100 अंकों का होगा किन्तु नियमित छात्रों को 100 अंक एवं स्वाध्यायी छात्रों को 100 अंक के प्राप्तांक ही अंकसूच

केवल परीक्षक द्वारा भरा जावे।

प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टी करें।

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परीक्षार्थी द्वारा भरा जावे
केंद्राध्यक्ष/सहायक केंद्राध्यक्ष एवं परीक्षक द्वारा भरा जावे
परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे



प्रश्न क्र.

Q. Fill in the blanks -

(i) F. W. Taylor

(ii) changeable

(iii) first and foremost

(iv) flexible and economical

(v) in the year 2002

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Q-2 Write true / false -

(i) False

(ii) false

(iii) false

(iv) False

(v) True

Match the correct columns -

(A) Part of direction

~~Communicating~~

(B) Motivation

~~Psychological~~

(C) Revenue equal to cost

~~Break even point (B.E.P.)~~

(D) Budget

~~Forecasts~~

(E) Cost controlling

~~Production expenses~~

Q-4 Answer in one word / one sentence -

(i) Placement ✓

(ii) Share ✓

(iii) Finance ✓

(iv) Working capital is the capital which is used for day-to-day expenses like purchasing of raw material, wages and salaries etc. ✓

(v) Fixed capital ✓



प्रश्न क्र.

Q-5

Choose the correct -

(a) Reserve Bank of India

(b) None of above

(c) 1992

(d) All of above

(e) Philip Kotler

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EAns - 6 (OR)

"Unity of direction" is one of the principle of Henry Fayol.

'Unity of direction' means there should be one plan, one head, one boss, one objective among all the members and management.

there should be unity between management and subordinates towards the common goals.



Ans-7 (OR)

Liberalization is one of the economic forms of India which took place after the 1991.

Liberalization is a policy where the government of India removes restrictions towards licensing, control, quota and relief. At present, licensing is compulsory for 6 industries.

- (i) Alcoholic
- (ii) Smoking
- (iii) Drugs and Pharmaceuticals
- (iv) Defence equipment
- (v) Chemical Industries

Ans-8

Privatization is one of the economic forms of India which took place after the 1991.

Privatization is the process where it is changing the environment, where focus is given on increasing the



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private factor, and the role of public sector is minimized. Privatization policy is trying to increase the role of private sector in India.

Ans - 9

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Planning is a first and foremost function of management. Planning is deciding in advance what to do, how to do work. Planning is a process of forecasting about the future. It is a continuous process.

It is flexible as it can be change with changing environment.

Haar -

"Planning is deciding the best alternative among others for future course of action".



Ans - 10

Formal communication is a type of communication.

Formal communication is official or impersonal communication.

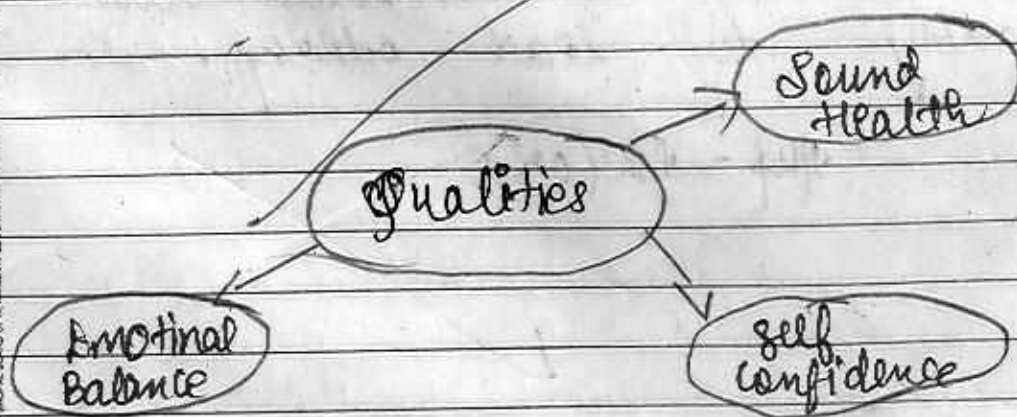
It follows a chain of command. It has written rules, regulations.

It arises due to relationship of official or impersonal.

It is relatively slow because of following a chain of command.

Ans - 11

Qualities of a good leader -





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1.) Sound Health -

A good leader should have sound health and physical fitness. It has sufficient stamina and vigour you handword.

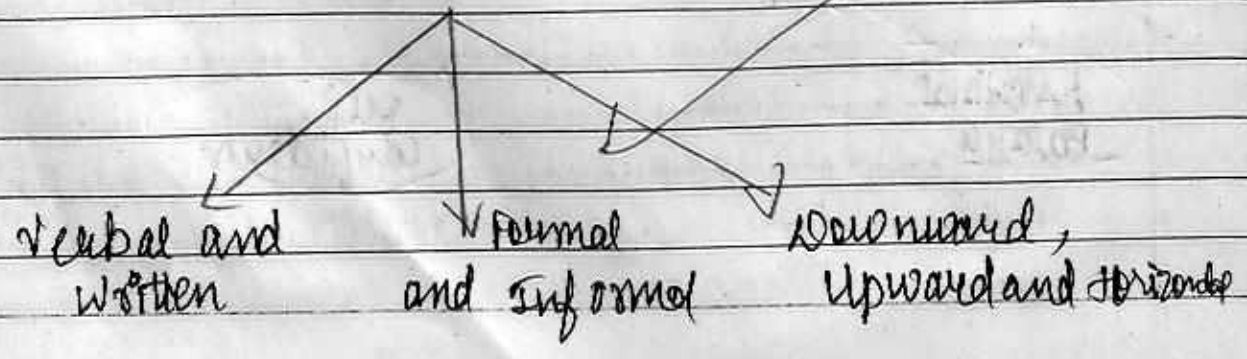
2.) Emotional Balance -

A good leader have a balance of emotions, he should not less temper in heavy odds.

3.) Self-Confidence -

A good leader should have a self confidence to face the situation. He should have quality to lead others.

Ans - 12 (OR)

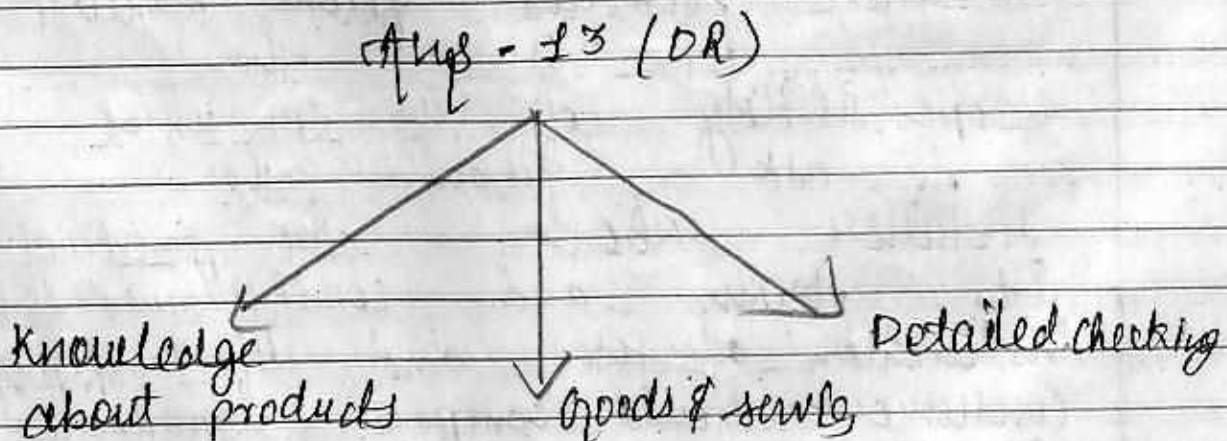


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1.) Verbal and written communication -
 A communication between the person with the spoken words or in writing, for the smooth functioning.

2.) Formal and Informal communication -
 A communication between them may be official or impersonal or may be personal.

3.) Upward, Downward and Horizontal -
 communication may be flow from the sub-ordinate to superior is upward, and it flows from superior to subordinate is downward or it flows in same direction at the same level in horizontal between one division to another.



Responsibilities of a consumer -

1.) Knowledge about the goods and services - A consumer should have all the knowledge of goods and services that he buys from the market.

2.) Detailed checking - It is the responsibility of a consumer to know about the name of products, its quantity, quality, date of manufacturing, and expiry.

3.) Knowledge about the goods and services from retailer - It is the responsibility of a consumer to ask from the retailer about the product, its terms and conditions, instruction of use and defect if any. Consumer should compare product in market with other.



Ans - 14

Right to
Choose

Right to
Informed

Right to
Informed

Rights of
Consumers

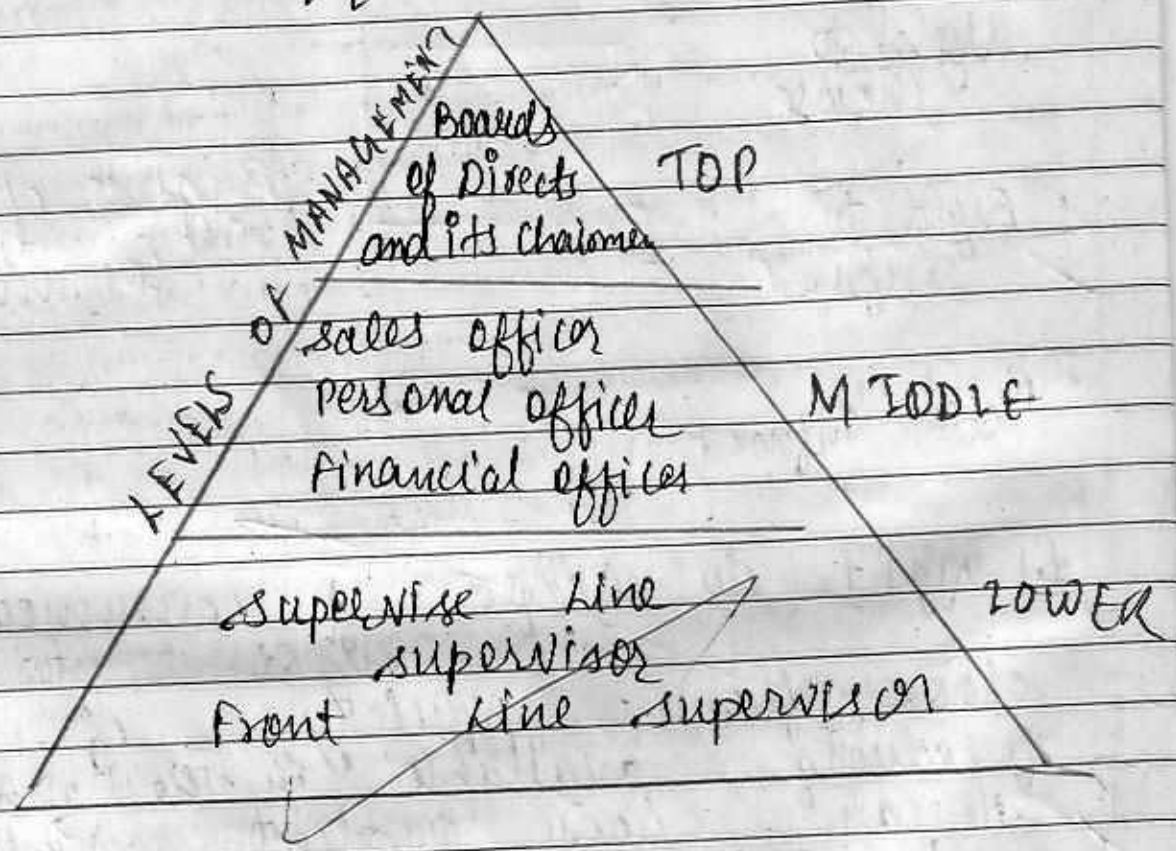
1.) Right to choose - A consumer have
choose from the right to
products available in the market.
He can choose product according
to his need or choice.

2.) Right to Informed - Consumer have
about the right to inform
services where it is manufacture
and its term and conditions.

3.) Right to heard - If a consumer
have any complain against
the product, he have the right to
complain file in the forums and
forums should listen the complain of them.

Ans - 15

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1.) Top level Management -
 consists of Board of Directors and shareholders -

- 1.) Board of Director and its Chairman
- 2.) Senior Executives
- 3.) Chief Executives

functions of Top level Management -



- 1.) To determine the objective
- 2.) To frame the policies
- 3.) To assemble the resources
- 4.) To set-up organisational framework
- 5.) To control operation.

2.) Middle level Management -
Middle level management is a link between the top level and lower level. It consists of departmental heads -

Functions of Middle level Management -

- 1.) To serve as a link between the top level and supervisory level.
- 2.) To communicate the problems of lower level management to top management.
- 3.) To take department decision
- 4.) To executes the policy made by top level management.

5.) Lower level Management -
It is also called supervisory or operative management. It has the direct contact between the workers, clerks etc.



functions of lower level Management -

- 1.) To issue order and instruction to the worker.
- 2.) To supervise and control functioning of worker.
- 3.) To guide the worker about the work.
- 4.) To take decision regarding their management department.

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Ans - 16

Coordination is the essence of management. It is required at all the level of management. It integrates the group of efforts. Coordination is essential for the management because no- functioning can easily be performed without proper co-ordination. It is the essence of management. It constitutes the management of the



main function of co-ordination.
It is required for performing all the

management activities of co-ordination creates unity. Unity

needs diversity. Unity demands the diversity.

Co-ordination is required for the purposeful activities.

If once goal is determined, it is essential that a co-ordination must be established among them. Goal can be

achieved through proper co-ordination. If it is violated, management

can not function to the extent level. Thus, for management co-ordination is essence.

Essential of co-ordination -

- 1) Survival of Organisation
- 2) For growth of organisation
- 3) To integrate the group efforts
- 4) Unity needs diversity.



प्रश्न-17 (OR)

Delegation of authority means the transfer of authority to sub-ordinates, so top executives can focus on important functions and work load is lesser.

Distinction between Delegation of authority and Decentralization -

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	Delegation of Authority	Decentralization
1.) Meaning	Delegation means transfer of authority from top to lower level level.	Decentralization means dispersion of authority at all levels.
2.) Nature	It is piecemeal in nature.	It is made enblock.
3.) Dependence	Delegation of authority does not depend on decentralization.	It depends on delegation of authority.



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4.) scope	It has wide scope because authority is delegated upto lower level.	It has narrow scope in comparison to delegation.
Ans - 48		

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Informal organization is the organization which is established by the social interaction among the people. Its speed is high.

Advantages



1.) Informal organization increases the interaction among the several persons, it increases social relations.

2.) It does not follow rigid procedure as a formal organization. All disadvantages of formal organization can removed through it.



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Disadvantages

Co-ordination

Rumours

1.) Co-ordination becomes difficult as nobody is ready to adjust.

2.) Rumours often takes place in informal organization.

Ans - 19

working capital is required day - you to - meeting the day expenses such as an enterprise wages, salary, purchasing raw material etc. working capital facilitates for short term need period of an enterprise.



Working capital

→ Cost of Labour

→ Cost of Raw Material

→ Payment of wages

→ Day-to-day functioning

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1.) Cost of Labour - If an enterprise is labour intensive, it requires high working capital as the enterprise compare to capital intensive.

2.) Cost of Raw Material - working capital is required for purchasing of raw materials, as it requires most if enterprise needs more goods.

3.) Payment of wages - working capital is required for payment of wages, salaries to employees.

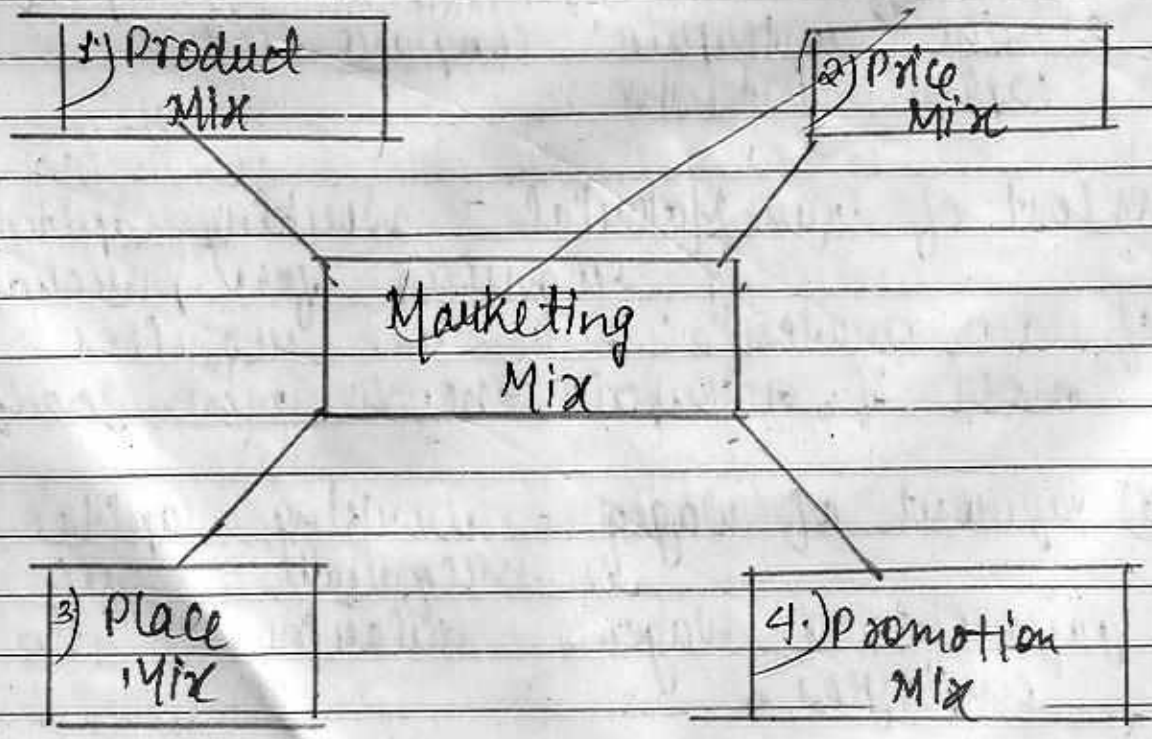
4.) Size and day-to-day expenses - working capital is



required day, depends upon and size of enterprise. you meeting day - to - functions. It the nature of

Ans - 20

Marketing mix is a combination of product, price, promotion, place or distribution factors. It all consists of marketing mix.





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1.) Product mix - Marketing mix containing about the product mix, as product item or product line or easy packaging of a product from the breakage, leakage etc.

2.) Price mix - It determines the price of a product for the selling purpose. It contains some value in terms of money in exchange of product.

3.) Place or Distribution mix - Marketing mix contains of the place where the product is placed in storage of warehousing, it is kept for future use.

4.) Promotion mix - Product is in the market, the demand product in market competition affects promotion.





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अंश - 21

Advertising arises due to impersonal contact between the producer and customer.

Difference between Advertising and Personal Selling

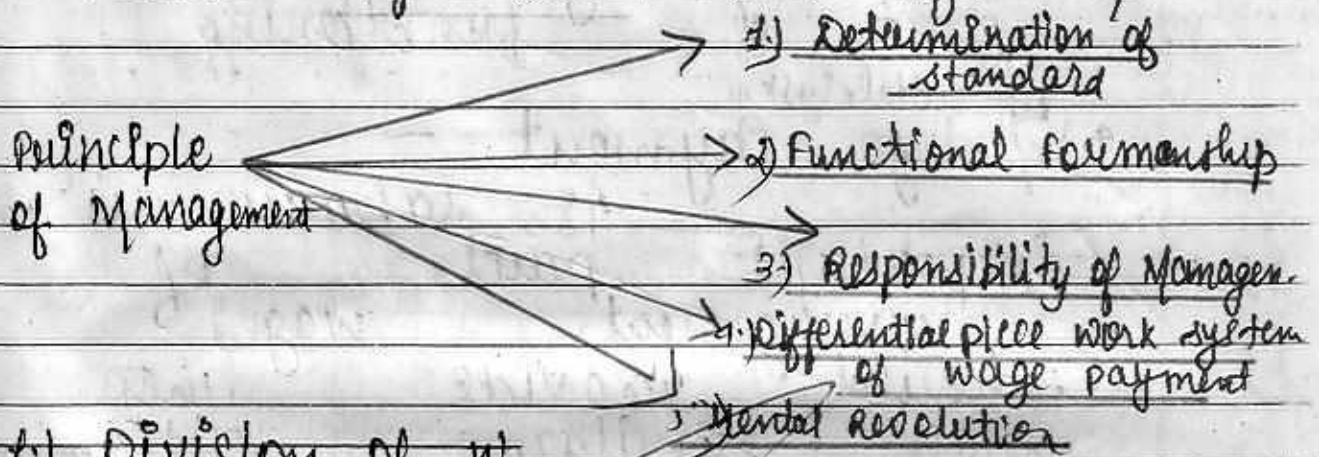
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	Advertising	Personal Selling
1.) Nature of Communication	In Advertising, there is no face-to-face contact between them.	Personal Selling requires face-to-face contact.
2.) Medium of Communication	Written words are used in advertisement for gesture.	Oral and written gesture both are used.
3.) Expenditure	There is less expenses on advertising.	It involves high expenditure.
4.) Flexibility	It is less flexible than personal selling.	It is more flexible.



Ans - 22

F.W. Taylor is the father of scientific management. It has 15 principles of management. Some of them are follows -



1) Division of work

1) Determination of standard -

According to Taylor, nobody knows how much time labour is required to do that work and how he should do it. It focuses on rule of thumb.

2) Functional foremanship -

Taylor focus on function foremanship. Under Right Boss scheme -

i) Route Clerk 2) Instruction Card Clerk
 iii) Inspector etc. are the factors of functional foremanship



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3.) Responsibility of Management -
 According to Taylor, it is the responsibility of every manager to focus on labour, because they are important part of functioning.

4.) Differential System of Wage Payment -
 As labour is an important part of management, wages should provide them with similar position and same wages.

5.) Mental Revolution -
 There should be proper co-ordination between management and employees. So work is performed smoothly instead of fighting.

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