



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

वर्ष-2019 24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय : Business Studies विषय कोड : 310 परीक्षा का माध्यम : English

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

उत्तर क्रमांक : 319-1414959

अंकों में परीक्षार्थी का रोल नम्बर

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केवल परीक्षक द्वारा भरा जावे। प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करें।

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केंद्राध्यक्ष/सहायक केंद्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे

1- पूरक उत्तर पुस्तिकाओं की संख्या अंकों में 03 शब्दों में Three

2- परीक्षार्थी का कक्ष क्रमांक खित

3- परीक्षा का दिनांक 04.03.2019

परीक्षार्थी का नाम एवं परीक्षा केंद्र क्रमांक की मुद्रा

हायर सेकेण्ड्री परीक्षा

पक्षक का नाम एवं हस्ताक्षर : केंद्राध्यक्ष/सहायक केंद्राध्यक्ष के हस्ताक्षर

Prakash 14/03/19

विजय श्रीवारदा
केंद्राध्यक्ष

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

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

निर्दिष्ट मुद्रा : नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संकेतों का नाम की मुद्रा लगाएं।

उपमुख्य परीक्षक के हस्ताक्षर : परीक्षक के हस्ताक्षर : निर्धारित मुद्रा

A.K. S... 1003
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योग पूर्व पृष्ठ



प्रश्न क्र.

[Question No. => 1]

fill ups :-

Ans - (A) Primary

Ans - (B) Disipline | Contual

Ans - (C) Top

Ans - (D) Internal

Ans - (E) Campus Recruitment

S
E

⊘

[Question No. => 2]

True / false

Ans - (A) False

Ans - (B) False

Ans - (C) True

Ans - (D) True

Ans - (E)

3



One word / -

Ans (A) Break Even point is the point of production where there is no profit no loss.

Ans (B) Equity Shares and debentures are the main source to obtain fixed capital.

Ans (C) Primary Capital Market is related with new issues.

Ans (D) Control of money market is carried out by Reserve Bank of India (R.B.I.).

Ans (E) Risk taking and risk bearing is the main feature of Entrepreneur.

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प्रश्न क्र.

Question No. ⇒ 4

Choose --- UP

Ans - (A) (iv) George Terry

Ans - (B) (iv) Retained Earning

Ans - (C) (iii) Dividend

Ans - (D) (iv) All the above (iv) Practical Knowledge

Ans (v) All the above

Question No. ⇒ 5

Match --- UP

(A)

(B)

(A) Decentralisation

Quick decisions

(B) Monetary Motivation

Bonus

Informal Communication

Verbally

(D) Forecast

Budget

(E) working Capital

Current assets

5



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प्रश्न क्र.

[Question →

Ans - (6) Mental Revolution ⇒ Mental Revolution is nothing but to bring revolutionary change in thinking of an Employee and Employer. The Employee should consider Employer as his well wisher and Employer should also left the tendency at employees are Idle. They both should work with Co-operation.

E

[Question No. ⇒ 7]

Ans - (7) Business Environment ⇒ Business Environment is the sum of all those things External do business. Business is surrounded by internal and External Environment. It is surrounded by Physical, political, Cultural, legal and technological environment. Business has no control over such Environment.

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प्रश्न क्र.

According to wheelwright \Rightarrow

"Business is the sum of all those things External and internal".

[Question No. \Rightarrow 8]

Ans \Rightarrow (8)

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Legal Environment \Rightarrow Legal Environment refers to various rules and regulations prevailing in country. It includes rules, policies and various regulations related to state or central level. Legal Environment is the most important component of Business Environment.

[Question No. \Rightarrow 9]

Ans \Rightarrow 9

"It is not the Plan that Matters
Its Planning." -
Richard

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Planning is the continuous process. There is a need of planning at each level of management (Top, middle, lower). Planning is the most important function of Management and all other activities revolves around it. Planning doesn't end just by making single plan. It is continuous and dynamic.

[Question No. = 10]

[or]

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Ans (10) The Entrepreneur is one who assumes risks and uncertainty."

Following are the characteristics of Entrepreneurship :-

* Risk taking and bearing activity \Rightarrow Entrepreneur is not risk averse but he is Risk taker and Risk bearer. It is the activity which is full of risk.

* Purposeful activity \Rightarrow Entrepreneur is certain and purposeful activity. Entrepreneurs must have some legal and purposeful targets.



Question No. → 11

प्रश्न क्र.

Ans → 11	Basis	Financial incentives	non-financial incentives
	(i) <u>Meaning</u>	Financial incentives are those which can be measured in money.	Non-financial incentives are those which cannot be measured in money.
B S E	(ii) <u>Visible</u>	Financial incentives are visible.	Non-financial incentives are not visible.
	(iii) <u>Flexibility</u>	Financial incentives are flexible.	Non-financial incentives are not flexible.
	<u>ways</u>	Salary, bonus, Perquisite rent are the ways of financial incentives.	Healthy Environment, Justified behaviour, Training etc are the ways of Non-Financial incentives.



question ...
to ...
and ...

"Communication is not efficient than it is a curse for institution". - Robert

Following are the barriers in communication process:

- (i) Language-related barrier ⇒ Language is the main barrier in efficient communication. Sometimes the language of communication is so complex that the receiver is unable to understand the feeling of sender.
- (ii) Geographical distance ⇒ Physical distances between sender and receiver also cause the problem of in communication. Though, in this means of communication Mobiles, Radio, Internet are solving the problem of geographical distance.
- (iii) Lack of Time ⇒ Sometimes it is seen that due to lack of time the commuter doesn't transfer the message on time. It is very necessary that message



प्रश्न क्र.

Should be provided at that time when vaccine is ready physically and mentally.

[Question No. \Rightarrow 13]
[04]

Ans \Rightarrow 13

Rights and responsibilities are one and same thing which go together.

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"Every creature in this earth have certain right whether animal or Human."

Following are the rights of consumer :-

(i) Right to Selection \Rightarrow Consumer has the right to select the good according to his desire.

(ii) Right to See price - list \Rightarrow Consumer enjoys full liberty to see price - list and to enquire each and every thing related to price.

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प्रश्न क्र.

(iii) Right to get information \Rightarrow Every consumer have right to take full information about product. He can take full information like expiry date, product Manufacturer, Manufacturing date etc.

Question No \Rightarrow 15

[04]

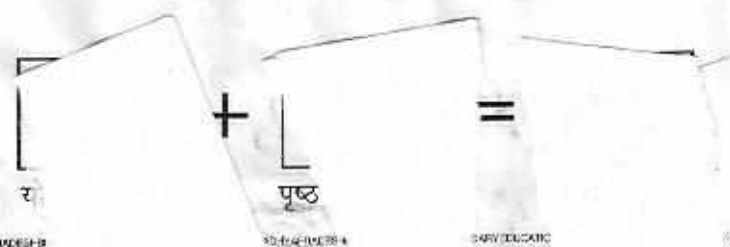
Co-ordination \Rightarrow "Co-ordination is one such process that binds all others functions of Management."

'Co-ordination is the heart of Management functions.'

following are the characteristics of Co-ordination :-

* Co-ordination brings a process \Rightarrow Co-ordination is such a process that activates all other functions management. It is needed at all level of Management. whether it is (top, Middle or lower level.)

12



प्रश्न क्र.

★ Both internal and External → Co-ordination is of two type (Internal and External). There is a need of Co-ordination at both the Components.

★ Co-ordination is Continuous Process → Co-ordination is Continuous and dynamic process which is needed at all level of Management. It is such a process which starts from beginning and goes upto end during the life of Company.

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★ Co-ordination is thoughtful Process → Co-ordination is fully thoughtful process. The main purpose of it is to establish Mutual Relation among various activities of Management. It can be achieved from formal as well as from Informal Relations.



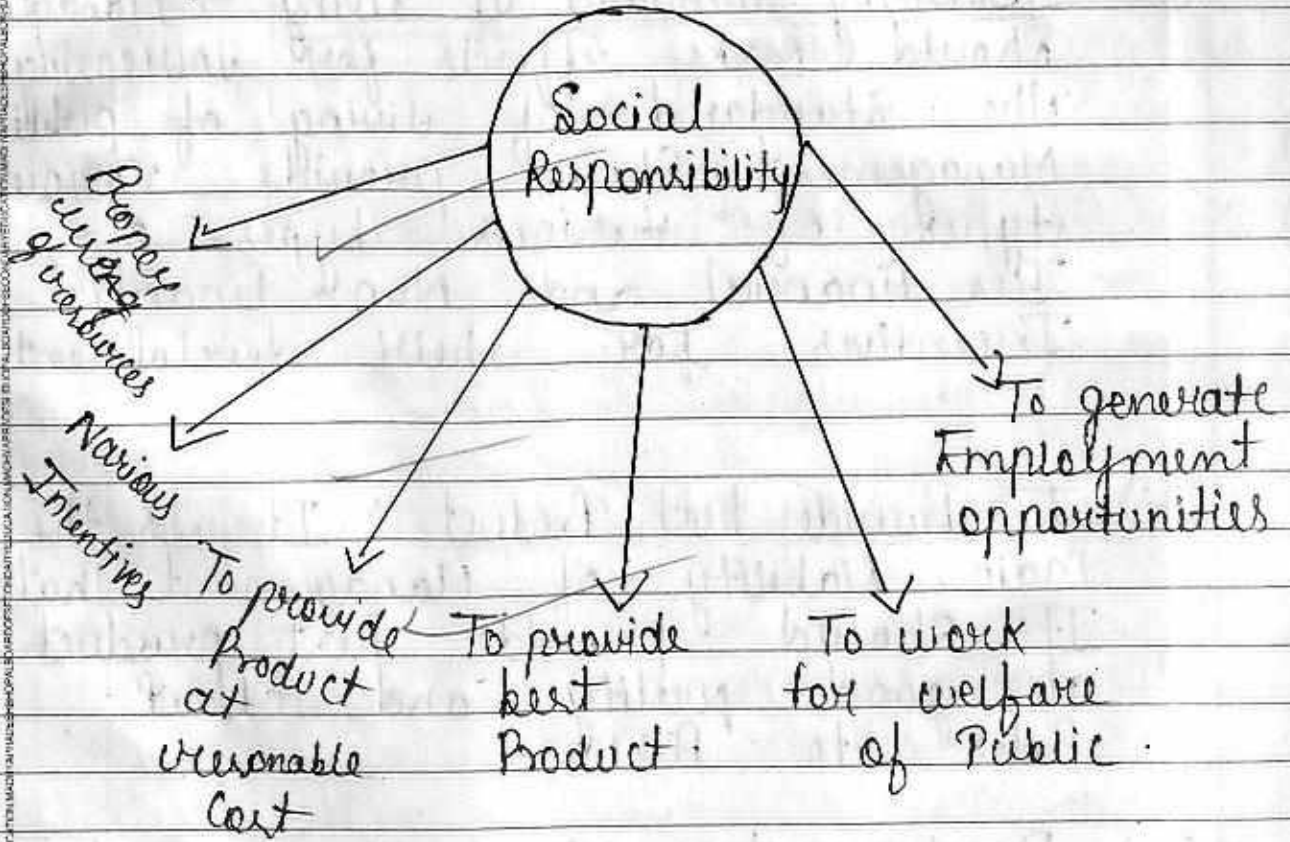
प्रश्न क्र.

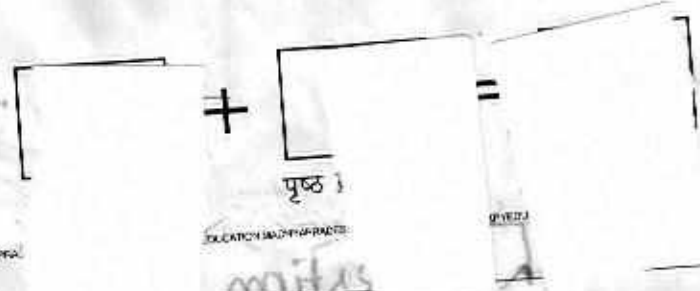
Question No. []
[04]

Ans ⇒ 16

Management has responsibilities towards Society because it uses the resources of Society. So it is the responsibility of Management that its each and every work is for upliftment and welfare of Society.

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प्रश्न क्र.

Detail

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(i) To generate Employment opportunities \Rightarrow It is the main responsibility of Management towards Society to generate Employment directly or Indirectly for public.

(ii) Increasing Standard of living \Rightarrow Management should make efforts for increasing the Standard of living of public. Management should provide various types of financial and Non-financial Incentives for their development.

(iii) To Provide best Product \Rightarrow It is the main liability of Management that It should provide best product at good quality and cheap Rates to Public.

(iv) Development work \Rightarrow Management should involves themselves in various types of development Programme like building Schools, Colleges, hospitals for Public.



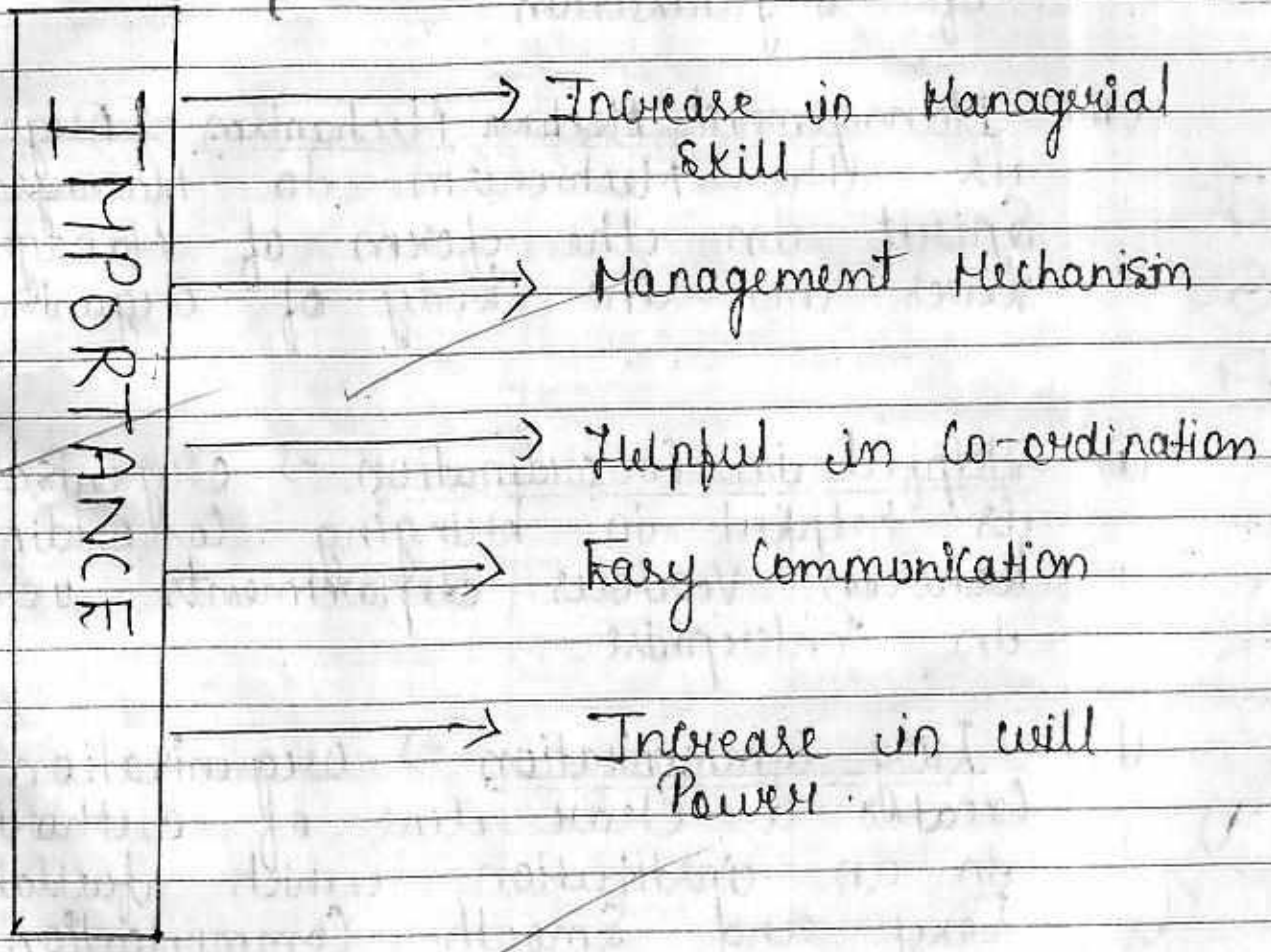
प्रश्न क्र.

Question No. => 11
[04]

Ans-> 11

organisation is the base of Management
It is the most important function
of Management. It relates with
actual work-force.

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Following above points are the
importance of organisation :-



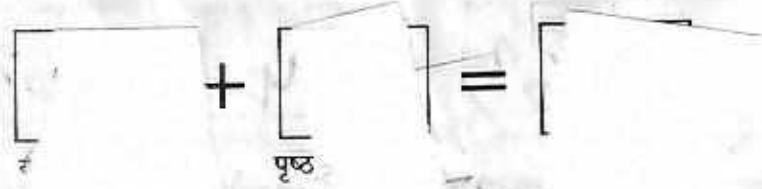
प्रश्न क्र.

Detail I-

- (i) Increase in Managerial Skill \Rightarrow Organization increases the skill of Manager. Because it saves unnecessary ~~an~~ wastage of time in assembling various physical and human resources of organization.
- (ii) Management Mechanism \Rightarrow Organisation is the Mechanism to Management. Spirit in the form of Management lives in the body of organisation.
- (iii) Helpful in Co-ordination \Rightarrow Organisation is helpful in bringing co-ordination between various departments working in Enterprise.
- (iv) Easy Communication \Rightarrow Organisation creates a clear line of authority in an institution which facilitates easy and smooth communication in entire institution.

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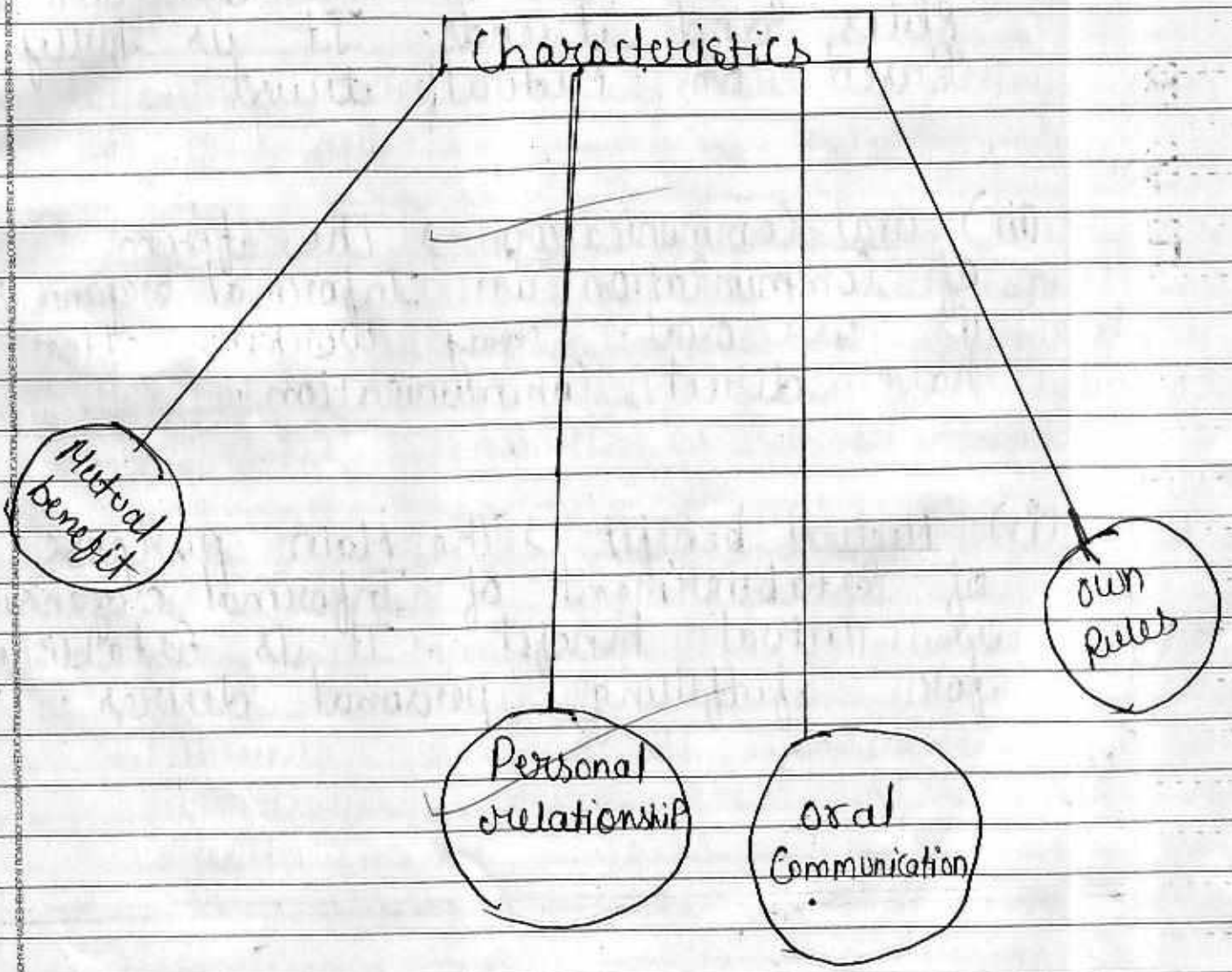
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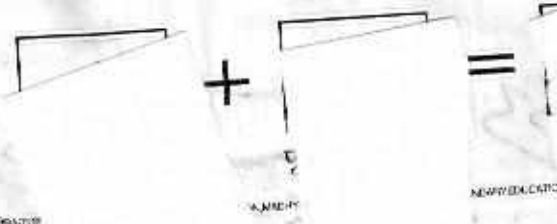
Question No. \Rightarrow 18

Ans \Rightarrow 18

Informal organisation \Rightarrow Informal organisation is that form of organisation which is established with the purpose of achieving personal goals and Mutual benefits.

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प्रश्न क्र.

(i) Personal relationship \Rightarrow Informal organisation is that structure in which there is completely personal and emotional relationship among workers.

(ii) Own Rules \Rightarrow Informal organisation doesn't follow the typical rules of organisation. It has its own rules and trends. It is fully based on Mutual trust.

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(iii) oral Communication \Rightarrow The form of communication in Informal organisation is ~~use~~ oral. They workers often have direct communication.

(iv) Mutual benefit \Rightarrow The Main purpose of establishment of Informal organisation is Mutual benefit. It is established for fulfilling personal desires.



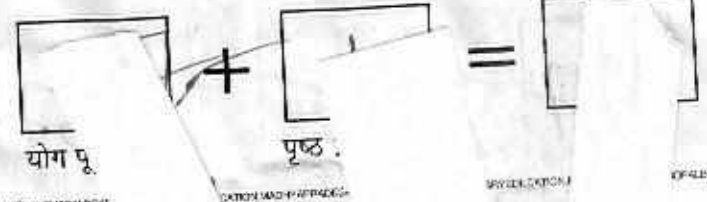
Question No. \Rightarrow 19
 or

fixed Capital \Rightarrow fixed Capital is the long-term Capital of business. It is used for plant, Machinery etc. The amount of fixed Capital is huge. Fixed Capital is also known as 'Blocked Capital' or 'long-term Capital'.

Following are the factors affecting fixed Capital.

(i) Nature of business \Rightarrow Nature of business is actual determinant of fixed Capital. Capital Industries requires huge fixed Capital. Whereas labour oriented Industries need less amount of fixed Capital.

(ii) Size of business \Rightarrow Fixed Capital is also affected by size of business. In big manufacturing Industries the need of fixed Capital is more whereas in small Commercial Trading Concern need of fixed Capital is less.



प्रश्न क्र.

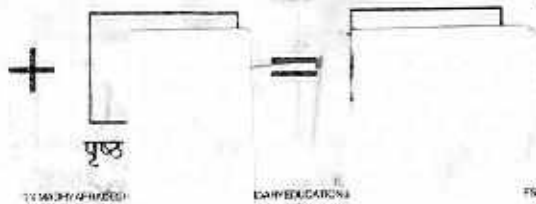
(iii) Technology Changes \Rightarrow ed Capital Requirement is also affected by technological changes in Industries. In Industries where technologies are frequently and rapidly change fixed capital requirements are more. Whereas the Industries which don't adapt frequent changes Capital requirements are less.

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(iv) Choice of Technique \Rightarrow Requirement of fixed capital is also affected by choice of technique by Institution. If it uses Cap Machines oriented Technique then it requires more Capital. But in labour oriented Industries requirement of fixed Capital is less.

"Fixed Capital is blood for business"



पश्चिम

Question No. ⇒ 20

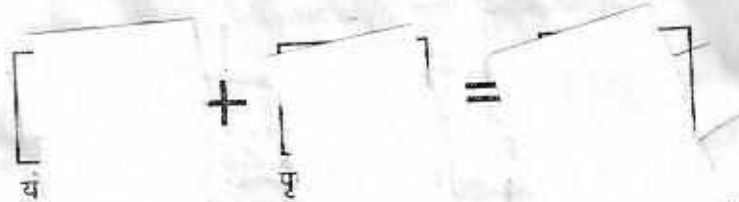
Q.20] Brand ⇒ "Brand is nothing but to add all those symbols, articles which differentiates the Product from other Products."

"The brand has same importance for ^{Company} Person as it is of honour for Person."

Following are the essentials of good 'Brand' :-

(i) Name of Brand ⇒ Name of Brand should be such that it reflects the various qualities of product. It should be such that, Merits and qualities can easily, reflected by it.

(ii) Far from Vulgarity ⇒ The name of Brand should be such that it should contain any vulgarity. Its image should be bonded with better limitations.



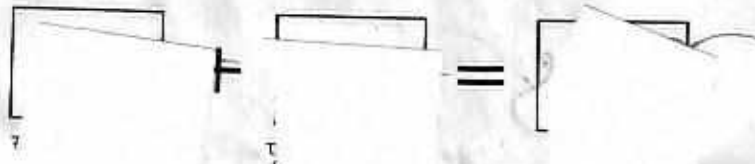
प्रश्न क्र.

(iii) Economic \Rightarrow The Brand should be Economic because it can prove as Boon as well as Curse for institution. It should be Economic.

(iv) Attractive \Rightarrow Brand should be such that it could attract the attention of large number of people.

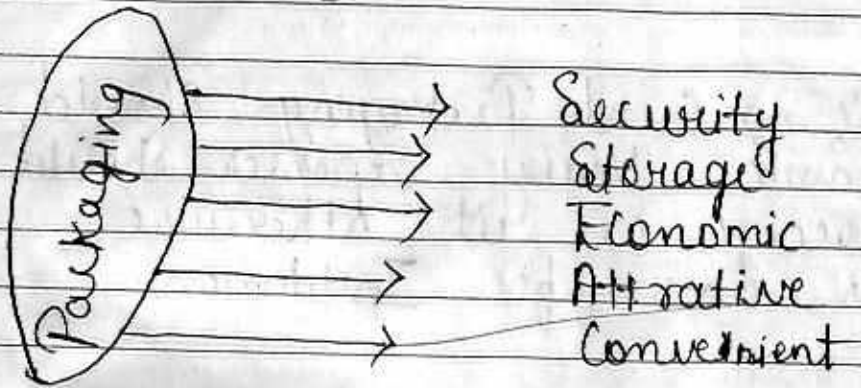
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E (v) Impressive \Rightarrow Good Brand should be impressive and memorable. If it is not impressive & than it creates the bad impact on mind of consumer.

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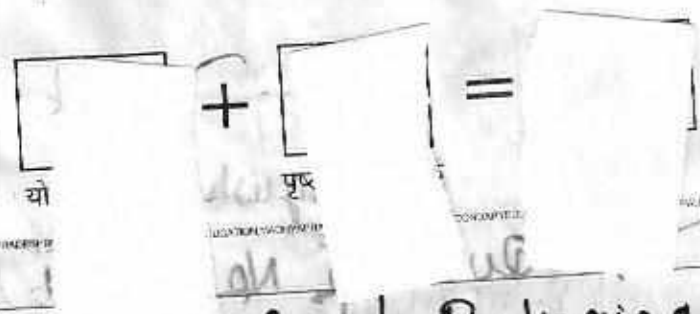
24) Packaging \Rightarrow Packaging is the process of covering the product for its safety. It is seal or wrapper being attached on it.



Following are the functions of Packaging:-

- (i) Security \Rightarrow The packaging of product should be such that it could save the product from Bacteria, fungus, germs and micro-organisms. Its cover should be hard and solid.

24



प्रश्न क्र.

(ii) Storage \Rightarrow Good Packaging must have enough storage. It should be according to size of product.

(iii) Convenient \Rightarrow Packaging should be convenient so that it can be transported from one place to another.

(iv) Economic \Rightarrow Good Packaging should be Economic. Heavy expenses should not be occur on it otherwise it proves loss for Institution.

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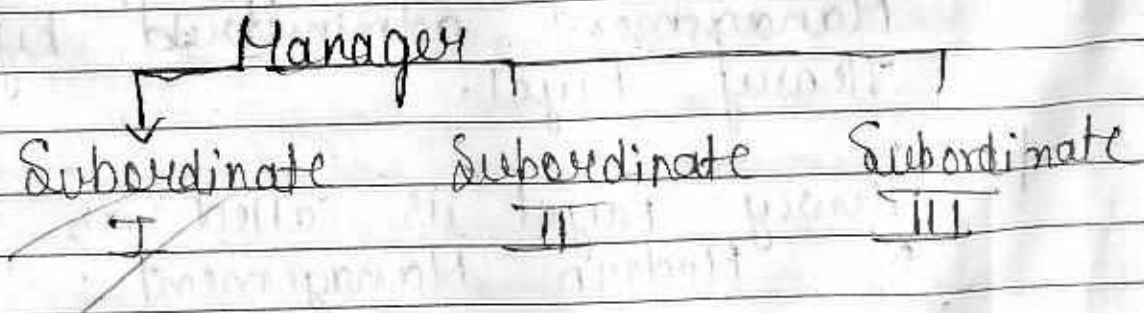
(v) Attractive \Rightarrow Packaging should be attractive because sometimes customer buys the product just by being attracted by packaging of product.



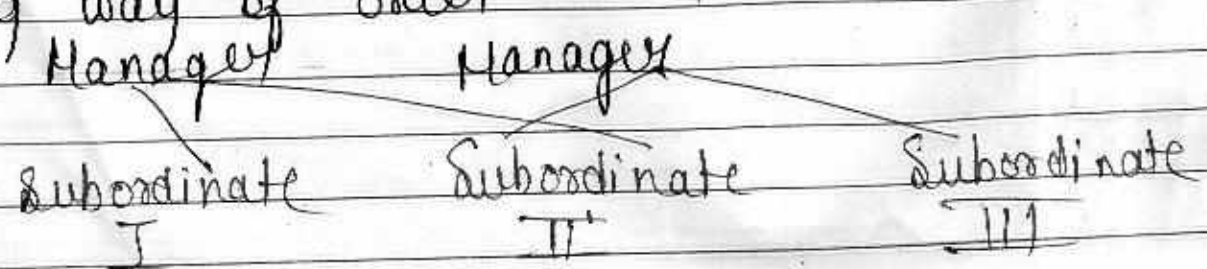
(i) Principle of Authority & Responsibility → This is the most important principle given by Henry Fayol. According to it Authority & Responsibility are one and same thing. When any employee should given any Responsibility then it is necessary to give some authority also.

(ii) Principle of unity of Command → Every Employee should get order from one officer only and liable to that officer only. Otherwise there will be misunderstanding in organisation.

Right way of order



Wrong way of order





(iii) Principle of Authority - According to this principle there must be some clear authority line between employees. So that it must not go to their high authority.

(iv) Principle of favourable Environment - This is the most important element. Every employee should provide good and healthy environment.

(v) Principle of Arrangement - Principle of arrangement states that "A Place of Everyone, Everyone in his Place."



प्रश्न क्र.

Q-23

following are the differences between Rules and policies :-

	Rules	Policies
<u>Basis Meaning</u>	Rules states what is to be done and what is not be done.	Policies are general description.
<u>Programme</u>	Rules are specific programme.	Policies are general Programme.
<u>Flexibility</u>	Rules are not flexible They are rigid.	Policies are flexible.
<u>Guidance</u>	Rules are specific guidance.	Policies offers general guidance.
<u>Compulsion</u>	Rules are Compulsory	Policies are not Compulsory

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल



परीक्षा का विषय: Business Studies 3 1 0 English
 परीक्षार्थी द्वारा भरा जाये ↓ विभाग कोड परीक्षा का माध्यम परीक्षा का माध्यम
 स्टीकर तीर के निशान ↓ से मिलाकर लगाये

परीक्षार्थी द्वारा भरा जाये →

उत्तर पुस्तिका का सरल क्रमांक 119-3234278

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हायर सेकेण्ड्री परीक्षा
C.No.-622001
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Pradeep Chandra
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मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक तक कुल प्राप्त।

Question No ⇒ 24

following are the difference between Training and development :-

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Basis	Training	development
Meaning	Training is the process of increasing skill.	Development is process of promoting Personality.
Nature	Training is Practical knowledge.	Development is theoretical knowledge.
orientation	Training is Job	Development is



पृष्ठ के अंकों का योग



प्रश्न क्र.

<u>Process</u>	Training is work-based Process.	Development is life-time Process.
<u>Purpose</u>	The purpose of training is to increase skill of Employee.	The purpose of development is developing personality.

Question No. \Rightarrow 25
[or.]

\Rightarrow 25 Following are the characteristics of Controlling:-

- (i) Controlling is Continuous Process \Rightarrow Controlling is continuous process. Which starts at the time of commencement of business and goes till its end.
- (ii) Controlling is last function \rightarrow Controlling is the last function of Management.



But it is not an isolated function of Management. without no other activity would be as much efficient.

(ii) Controlling and Planning are Complementary to Each Other → Controlling and Planning are Complementary to Each Other. It is not the first function and Planning is the first function of Management.

(iii) Needed at all level → Controlling is needed at each and every level of Management whether it is Top, Middle or lower level.

(iv) Source of Motivation → Controlling works as a Major Source of Motivation in entire organization.



Page No. → 26
[or]

Q. 26] Primary Market ⇒ Primary Market is that Market in which only new securities are issued.

following are the characteristics of Primary Market.

(i) Before Secondary Market ⇒ Primary Market always stands before Secondary Market.

(ii) No Specific place ⇒ Primary Market don't have any specific place of working.

(iii) Related to New issue ⇒ Primary Market is related to new issue of securities.

(iv) only buying ⇒ Primary Market is that Market in which there is only buying take place.



परीक्षा का विषय विषय कोड परीक्षा का माध्यम परीक्षा का दिनांक 14/03/2019
स्टीकर तीर के निशान ↓ से मिलाकर लगायें

परीक्षार्थी द्वारा भरा जावे ↓

उत्तर पुस्तिका का सरल क्रमांक 119- 3234293

अंकों में परीक्षार्थी का रोल नम्बर

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परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा
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पर्यवेक्षक का नाम एवं हस्ताक्षर
Pradeep Sharma
14/03/19

केन्द्राध्यक्ष / सहायक केन्द्राध्यक्ष के हस्ताक्षर
विजय श्रीनारायण
केन्द्राध्यक्ष

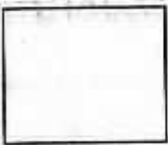
मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक

क कुल पृष्ठ

B
S
E

Important Segment of Capital Market > Primary

Market is an important segment of Capital Market. In which long-term loans are transacted for new as well as for old companies.



पृष्ठ के अंकों का योग

EDUCATION BOARD, MADHYA PRADESH, BHOPAL



प्रश्न क्र.

=> 14

Ans -> 14

Consumer protection act had been formulated on 1986 for providing protection against adulteration, weighing less and many types of exploitation.

Following are the objects of Consumer Protection act :-

- B**
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- (i) Consumer forums => Under Consumer Protection act 1986 there is provision of establishing three-tier security steps for consumer. Under it forums are established at district level, state level and at national level.
- (ii) Consumer Education => Under this act consumer education is must. Each and every employee should provide proper education against his rights, duties and responsibilities.



(iii) One India
Consumers are unorganised. Single
Consumer cannot raise his voice
against crime. Under this act
it is essential that consumers
must be organized.