



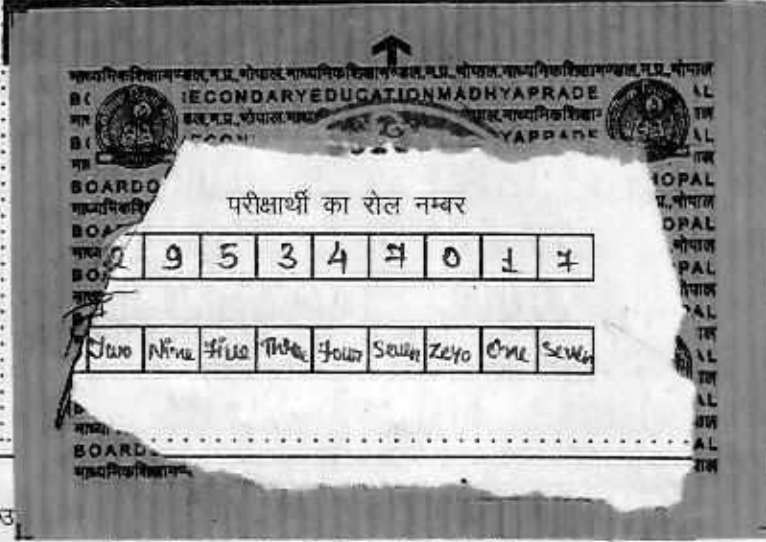
# माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल 2019

24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय <b>Business Studies</b>	विषय कोड <b>3 1 0</b>	परीक्षा का माध्यम <b>English</b>
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स्टीकर तीर के निशान ↓ से मिलाकर लगायें



एक	एक	दो	चार	तीन	नौ	पांच	छ	आठ
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क :- पूरक उत्तर पुस्तिकाओं की संख्या अंकों में **02** शब्दों में **TWO**  
 ख :- परीक्षार्थी का कक्ष क्रमांक **02**  
 ग :- परीक्षा का दिनांक **14 03 2019**  
 परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

पर्यवेक्षक का नाम एवं हस्ताक्षर 	केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर 
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परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

प्रमाणित किया जाता है कि मूल्यांकन के समय पूरक उत्तर पुस्तिकाओं की संख्या उपरोक्तानुसार सही पाई होले क्राप्ट स्टीकर क्षतिग्रस्त 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 का हस्ताक्षर एवं निर्धारित मुद्रा 	परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा 
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केवल परीक्षक द्वारा भरा जावे।		
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परीक्षार्थी द्वारा भरा जावे

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

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Question No. - (1)

1. primary ✓
2. discipline ✓
3. up to bottom ✓
4. internal ✓
5. campus placement ✓

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Question No. - (2)

1. False ✓
2. False ✓
3. True ✓
4. True ✓
5. True ✓

Question No. - (3)

1. Break - even point ✓

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1. Equity shares
2. Primary capital market
3. By Central Bank
4. Risk taking and bearing

Question No. - (4)

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1. (iii) Allen
  2. (iv) Retained earnings
  3. (ii) Dividend
  4. (iv) Practical knowledge
  5. (iv) all the above

Question No. - (5)

1. (v) Quick decision
2. (iv) Bonus
3. (ii) Verbally

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4. (i) Budget

5. (ii) Current assets

Question No. - (6) (or)

The two characteristics of principles of management are -

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1. Universal applicability -  
The principles of management are universally applicable. It applies in every field to manage it properly. These principles are also applied at every level.

2. Equality -  
All the principles of management are equally important. It doesn't mean that principle of division of work is more important than unity of command.

Question No. - (7) (or)

The two characteristics of globalisation are -

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### Increase in foreign trade -

Globalisation facilitates the trade between two countries without restrictions. It makes the entire world as one market.

2.

### Integrating the economy -

As globalisation increases foreign trade and makes entire world as one market, it integrates the economy of the country with world economy.

### Question No. - (8)

### Legal Environment -

Legal environment is a general external factor which affects the business. It includes all the legal rules, policies and acts formulated by the government.

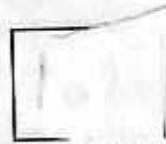
Some examples of legal environment are EXIM policy, FERA, FEMA etc. His act and policies are run by the government.

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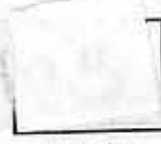
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Question No. - (9)

Planning is deciding in advance what is to be done, how and when it is to be done. Planning is done for future which is uncertain, so managers needs to keep a regular check on the plans and to amend it as per the changing situations. So plans needs to be prepared and changed at frequent intervals. So thus, "planning is a continuous process."

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Question No. - (10) (10)

The two characteristics of entrepreneurship are -

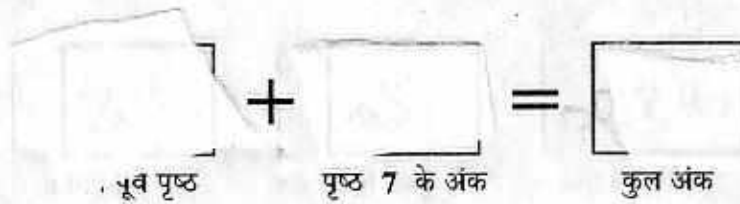
1. Risk taking and bearing activity -

Entrepreneurship is a risk taking activity. Entrepreneurs needs to take risk to run the business. It is the most important factor.

2. Innovation -

Entrepreneurship is that

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activity in which entrepreneurs have to do something unique and innovative. Without innovation, entrepreneurship can't be successful.

### Question No. - (11)

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S. No.	Basis of Difference	Financial Incentives	Non-financial incentives
1.	Meaning	Financial incentives are those incentives which can be measured in terms of money.	Non-financial incentives are those incentives which cannot be measured in terms of money.
2.	Level of management	Financial incentives are suitable for lower level employees.	Non-financial incentives are suitable for top level employees.
3.	Visibility	Financial incentives are visible as it can be measured in terms of money.	Non-financial incentives are not visible as it provides psychological satisfaction.

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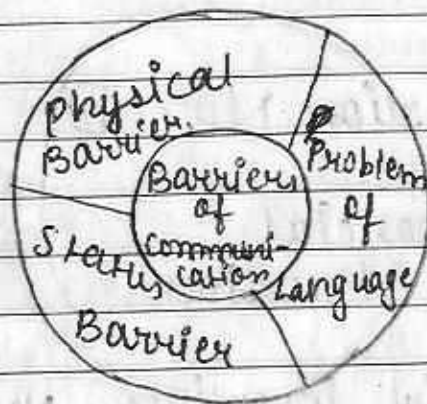
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Question No. - (2) (10M)

The barriers of communication are as follows -



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1. Physical barrier -

While communication, if any physical barrier arises, then communication becomes ineffective. Such barriers are noise, suffocation, etc.

2. Status barrier -

In this barrier, lower level employees hesitates to talk to higher level employees and at the same time higher level employees does not talk to lower level employees conveniently.

3. Problem of language -

If the communicatee do not know the language of the



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communicator, then communication becomes in effective. This is due to problem of language.

Question No. - (3) long

There are various rights of consumers, three of them are -

**B** 1. Right to choose -  
**S** Consumer has the right  
**E** to choose the product suitable for him from among alternatives. Sellers cannot force consumers to buy their product.

2. Right to be informed -  
Consumer has the right to be informed about the various information of the product. These information can be direction for use, expiry date etc.

3. Right to be heard -  
If any consumer gets exploited, he/she can appeal for justice in the court. And they have a right to be heard in the court of law for justice.

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Question No. - (14) (04)

The objects of consumer protection act are -

1. Protection of rights of consumers -

The main aim of this act is to protect the consumer's right and to protect them from getting exploited by unfair practices of sellers.

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2. Redressal forums -

Another object of the act is to establish different redressal forums at district, state and national level for consumers.

3. Cheap and early justice -

To provide cheap and early justice to the exploited consumers through various redressal forums is also an aim of this act.

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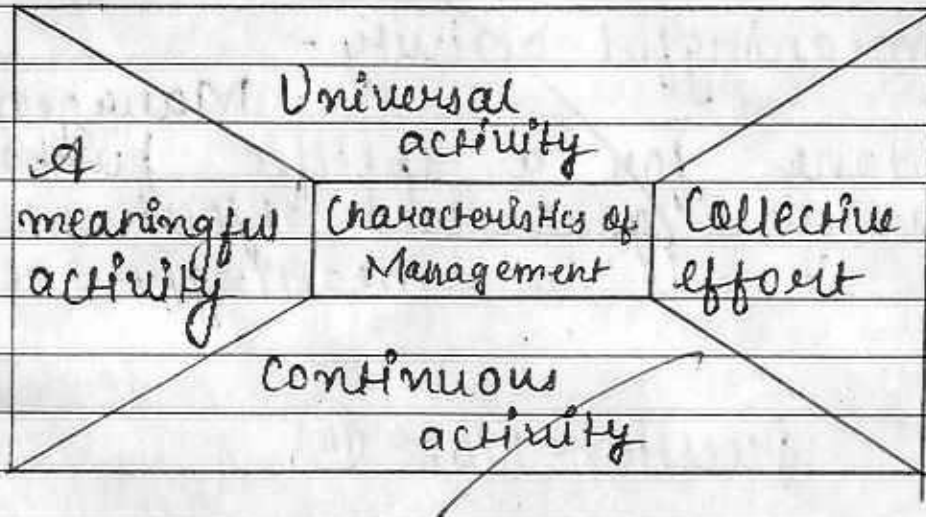
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Question No. - (15)

The characteristics of Management are -



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Detail -

1. Universal activity -

Management is a universal activity. It is needed in each and every field and every level of business and at every level.

2. Collective effort -

Management cannot be done by a single person rather it is a collective effort. Many people are required at every level in management.

3. Continuous activity -

Management is not

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a one time activity. It is a continuous activity and an unending process required at every level.

4. A meaningful activity -

Management is done for a specific purpose i.e., to achieve goals and objectives. That's why it is a meaningful activity.

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Question No. - (16)

The primary functions of management are six. Four of them are -

Functions of Management

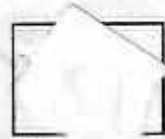
↓  
Planning

↓  
Organising

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Staffing

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Directing

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1. Planning -

Planning is deciding in advance what is to be done, how it is to be done, when to do and who is to do it. It involves selection of best alternative.

2. Organising -

After planning, organisations are made to execute the plans. Organising means arranging two or more persons for a job and to work together.

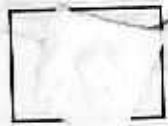
3. Staffing -

Staffing means appointing the right persons on right jobs. It includes recruitment of candidates, selecting them and assigning jobs to them.

4. Directing -

Directing means initiating the work into action. It has four elements - supervision, motivation, leadership and communication.

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Question No. - (17) (04)

The importance of organisation are -

1. Specialisation -

Organisation is important for specialisation. Dividing employees into groups and assigning them slight job leads to specialisation.

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2. Increases efficiency -

Through specialisation, efficiency of workers and business increases. It provides better quality goods at low costs.

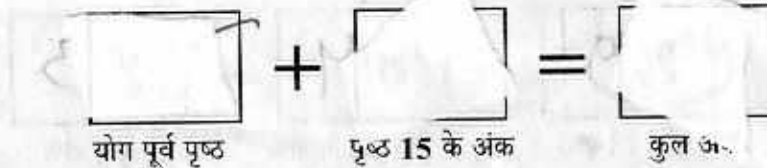
3. Proper utilisation of resources -

Organisation facilitates the utilisation of resources in a proper and effective manner. It is of great importance to nation also.

4. Provides base for other managerial functions

Organisation is a structure and group of persons who performs

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various job. It acts as a base for other managerial functions like directing, controlling etc.

Question No. - (18)

The four characteristics of informal organisation are -

1. Verbal form
2. Fast speed
3. Originate from formal organisation
4. Informal communication

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S  
E

Question No. - (18)

The four characteristics of informal organisation are -

Characteristics

1. arises from formal organisation
2. Provides social satisfaction
3. Dynamic in nature
4. No code of conduct

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1. Arises from formal organisation -

Informal organisation arises from formal organisation. Employees come into contact with each other via formal organisation and develop a friendly relation.

2. Provides social satisfi satisfaction -

Informal organisation provides social satisfaction to employees. While developing informal organisation, employees become friendly with each other which provides satisfaction to them.

3. Dynamic in nature -

Informal organisation is not stable, it is dynamic in nature. It gets changed with time and situation.

4. No code of conduct -

Employees in informal organisation need not follow a code of conduct as in the formal organisation. It is free from code of conduct and rules and regulations.

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Question No. - (19) (4M)

The factors which affect the fixed capital are as follows -

1. Nature of business -

The nature of business affects the fixed capital. If business manufactures industrial goods, it requires more fixed capital while consumer goods requires less fixed capital.

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2. Size of business -

E

If business operates on a large scale i.e., goods are manufactured in large quantities, then it requires more fixed capital for more machines, but small scale business needs less fixed capital.

3. Production Technology -

Those business which uses modern technology for production requires more fixed capital whereas traditional production technology requires less fixed capital.

4. Area of business -

Business having wide scope and many branches requires more fixed capital while business having limited scope

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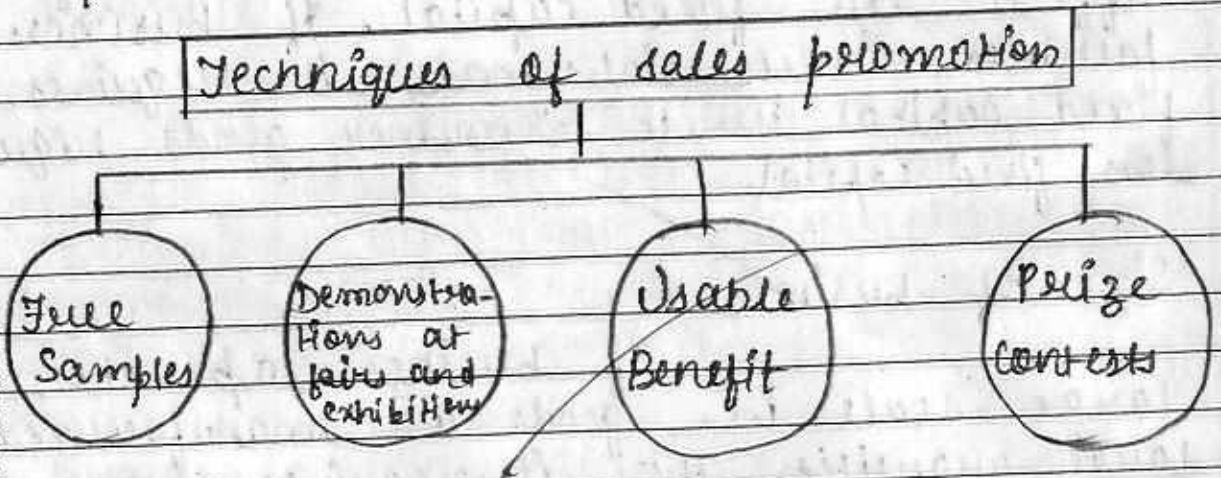
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requires less fixed capital.

Question No. - (20) (OM)

The four techniques of sales promotion are as follows -

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Details -

1. Free Samples -

For sales promotion, many firms distribute free samples of their product. This technique is suitable for daily use products like oil, toothpaste etc.

2. Demonstrations at fairs and exhibitions -

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Many enterprises organises exhibitions and fairs to demonstrate their products. For instance, fashion shows are organised to promote clothing brand.

3. Usable benefit -

Many times, manufacturers and sellers provides usable benefit with the product. For eg., buy goods worth ₹ 2000 and get a voucher of ₹ 500 back.

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4. Prize contests -

Prize contests, lucky draws etc. are also organised for sales promotion. The winners were awarded by the company's products.

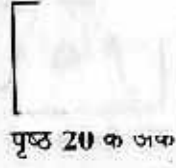
Question no. - (2)

The four functions of packaging are -



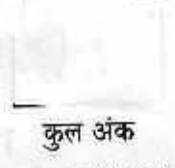
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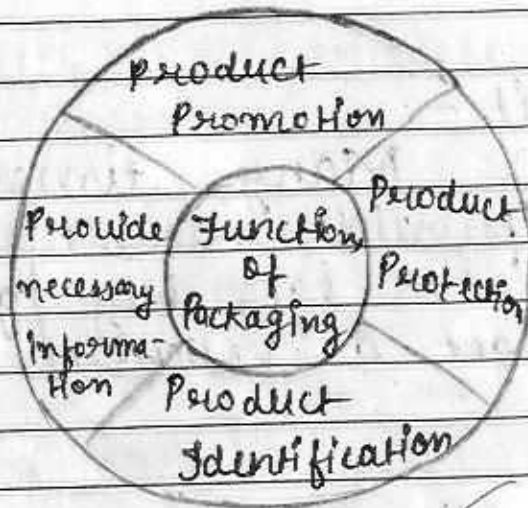
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Question No. - (2) (04)

The four functions of packaging are as follows -

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EDetail -1. Product Promotion -

Packaging helps to promote the product of the enterprise. The brand name and other factors help to promote the product through packaging.

2. Product Protection -

Packaging protects the

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product from spoilage, breakage, leakage and from other factors which would harms the product.

### 3. Product Identification -

Through packaging, products of a particular brand are easily identifiable. For eg., Close-up toothpaste in red colour, ponds cream in beautiful jar etc.

### 4. Provide necessary information -

Packaging helps to provide necessary information to the consumers. Packages contains the information like date of manufacturing, expiry date, direction for use etc.

### Question No. - (2)

Henry Fayol advocated fourteen principles of management. Five of them are -



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## Principles of Management advocated by Henry Fayol

→ Division of work

→ Parity of Authority and Responsibility

→ Unity of Command

→ Equity

→ Subordination of Individual Interest to general Interest

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Detail -

### 1. Division of work -

According to this principle, work should be divided to the employees who are best suited for it, which facilitates efficiency and specialisation.

### 2. Parity of Authority and Responsibility -

This principle suggests that along with responsibility, sufficient

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authority must be given to the subordinate. This increases efficiency among workers.

### 3. Unity of command -

In this principle, Henry Fayol suggested that every subordinate should receive command from one superior only. That is they have one boss and one plan.

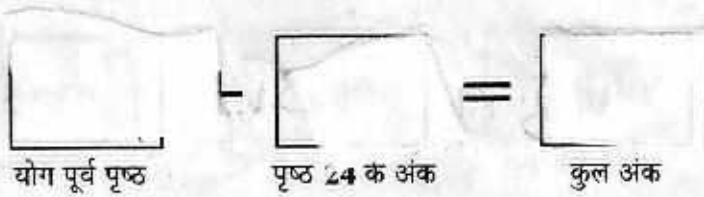
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### 4. Equity -

According to this principle, every employee should be treated equally. They should be paid same wages for same type of work.

### 5. Subordination of Individual Interest to general interest -

This principle suggests that while performing any task general interest must be given preference over individual interest of the employees.



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Question No. - (23) (OM)

The five objectives of planning are -

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S. No.	Basis of Difference	Rules	Policies
1.	Meaning	Rules are specific statements of what should be or should not be done.	Policies guide the decision making of superiors. These are statements.
2.	Level of management	Rules guide the lower level management.	Policies guide the top level management.
3.	Compulsory	Rules are compulsory to follow.	Top authority can decide whether to follow the policy or not.
4.	Rigidity & Flexibility	Rules are rigid to follow.	Policies can be changed but by top level management.





माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल 2019 4<sup>थी</sup> पृष्ठीय

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परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय : Business Studies    विषय कोड : 3 1 0    परीक्षा का माध्यम : English    परीक्षा का दिनांक : 14 | 03 | 2019

परीक्षार्थी द्वारा भरा जावे →



परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

हस्ताक्षर एवं मुद्रा केन्द्र क्रमांक

पर्यवेक्षक का नाम एवं हस्ताक्षर

केन्द्राध्यक्ष / सहायक केन्द्राध्यक्ष के हस्ताक्षर

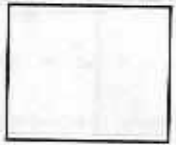
मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक..... तक क

5. Explanation of principles	Rules does not explains the principle.	Policies explains the principles.
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Question No. - (24)

S. No	Basis of Difference	Training	Development
1.	Meaning	Training means to develop and grow the efficiency of workers for a specific job.	Development means growth of employees for all round knowledge.



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2.	Scope	The scope of training is narrow.	The scope of development is wide.
3.	Time period	Training is provided to employees for a shorter and particular period.	Development is an unending process and <del>is</del>
4.	Knowledge	In training, knowledge is given to workers for a particular job.	Development gives the all round knowledge to the employees.
5.	Level of management	Generally, training is provided for lower or middle level employees.	Development is done at each level of management.



### Question No. - 25 (or)

The five characteristics of controlling are as follows -

#### Characteristics of Controlling

1. Continuous Process
2. Suggests correct action
3. Universal Process
4. Closely related with planning
5. Looks backward

#### Detail -

##### 1. Continuous Process -

Controlling is a continuous process. Regular observation is required in controlling to find out deviations and to correct them.

##### 2. Suggest correct action -

Controlling suggests correct action for the deviation found out in the execution of plans. Through



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correct action deviations <sup>can be</sup> removed.

### 3. Universal Process -

Controlling is a universal process which is required at every level and in every field to achieve pre-determined objectives.

### B S E 4. Closely related with planning -

Controlling is closely related with planning. Planning serves a ground for controlling and through controlling plans can be executed effectively.

### Controlling is looking backward -

Controlling means to find the deviation between the actual and standard performances. This can be done by looking backward at the performances.



माध्यमिक शिक्षा मण्डल, मध्य

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परीक्षा का विषय

Business Studies

परीक्षार्थी द्वारा भरा जाने ↓

विषय कोड

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परीक्षा का माध्य

English

का दिनांक

14 03 2019

स्टीकर नीचे के निम्न ↓ से मिलाकर लगाये

परीक्षार्थी द्वारा भरा जाने ↓

उत्तर पुस्तिका का सरल क्रमांक

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अंकों में परीक्षार्थी का रोल नम्बर

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शब्दों में

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परीक्षा केंद्र क्रमांक की मुद्रा

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नियर सकेपडी परीक्षा

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पर्यवेक्षक का नाम एवं हस्ताक्षर

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केन्द्राध्यक्ष / सहायक केन्द्राध्यक्ष के हस्ताक्षर

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मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक ..... तक कुल प्राप्तांक  +  =

Question No. - (26)

The functions of financial market are following -

functions of financial Market

1. Profit maximisation
2. Wealth maximisation
3. Management of funds
4. Proper utilisation of funds
5. Increasing profit efficiency

Detail -

1. Profit maxima maximisation -



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Financial

Question No. - (26) (or)

The characteristics of primary market are-

1. New securities -

In primary market, only trading of only new securities are done. The securities dealt in primary market are fresh securities.

2. Pricing of securities -

The price of securities dealing in primary market are determined by the management of the company of those securities.

3. No listing of securities -

In primary market, listing of securities is not done as it only deals in new



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securities and not in existing securities, so, no listing is done.

#### 4. Providing liquidity -

Primary market helps to provide liquidity to company issuing new securities. It facilitates the flow of cash between investors and companies.

B

S

E

#### 5. Provides scope for speculation -

Primary market is a market where investors invest their money, sometimes for speculation. And as it is run by government, fair and legal speculation can be done.