



कुल पृष्ठ संख्या-32 (सहित)

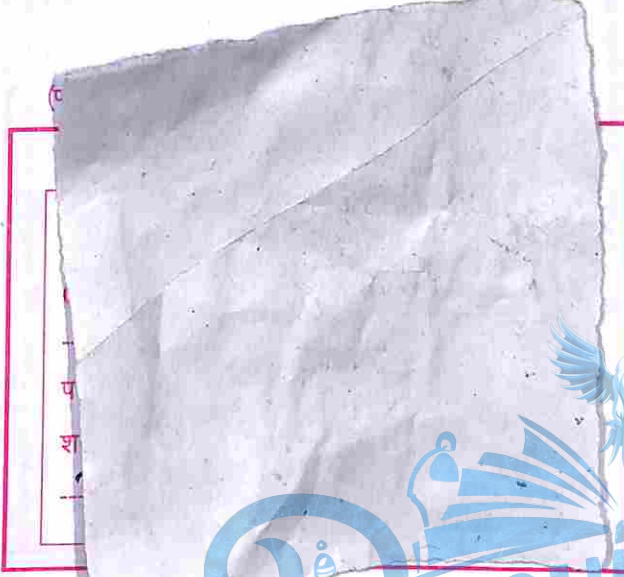
क्रम संख्या

2944744



माध्यमिक शिक्षा बोर्ड, राजस्थान, अजमेर

उच्च माध्यमिक परीक्षा



नोट :- क आतिरिक्त उत्तर पुस्तिका के अन्य किसी भी भाग में अपना नामांक नहीं लिखें।

माध्यम - हिन्दी ☐ अंग्रेजी ☒

विषय Business Studies

परीक्षा का दिन MONDAY

दिनांक 11/04/2022

नोट :- परीक्षार्थी के लिए आवश्यक निर्देश इस पृष्ठ के पिछले भाग पर उल्लेखित हैं। जिन्हें सावधानी पूर्वक पढ़ लें व पालना अवश्य करें।

- परीक्षक हेतु निर्देश :- (1) परीक्षक को उपरोक्त सारणी अनुसार प्राप्तांक भरना अनिवार्य हैं, अन्यथा नियमानुसार दंडित किया जायेगा।
(2) परीक्षक उत्तर पुस्तिका के अन्दर के पृष्ठों के बायीं ओर निर्धारित कॉलम में लाल इंक से अंक प्रदत्त करें।
(3) कुल योग भिन्न में प्राप्त होने पर उसे पूर्णांक में ही परिवर्तित कर अंकित करें (उदाहरणार्थ : 15 ¼ को 16, 17 ½ को 18, 19 ¾ को 20)

प्रश्नवार प्राप्तांकों की सारणी (परीक्षक के उपयोग हेतु)			
प्रश्नों की क्रम संख्या	प्राप्तांक	प्रश्नों की क्रम संख्या	प्राप्तांक
1	12	19	3
2	6	20	3
3	12	21	4
4	2	22	4
5	2	23	4
6	2	24	
7	2	25	
8	2	26	
9	2	27	
10	2	28	
11	2	29	
12	2	30	
13	2	31	
14	2	योग	
15	2	प्राप्त अंकों का कुल योग (Round off)	
16	2	अंकों में	शब्दों में
17	3	80 अंकों	
18	3		

परीक्षक के हस्ताक्षर अ.क. संकेतांक 36112

प्रमाणित किया जाता है कि इस उत्तर पुस्तिका के निर्माण में 58 जी.एस.एम. ईको मैपलिथो कागज ही उपयोग में लिया गया है। 168/2021

V. V. Gwal

8457883

परीक्षार्थियों के लिए आवश्यक निर्देश

1. समस्त प्रश्नों का हल निर्धारित शब्द सीमा में इसी उत्तर पुस्तिका में करना है। विशेष परिस्थिति में अतिरिक्त उत्तर पुस्तिका पृथक से उत्तर पुस्तिका भरी हुई होने पर पर्यवेक्षक एवं वीक्षक की अनुशंसा पर ही उपलब्ध कराई जायेगी।
2. प्रश्न-पत्र पर निर्धारित स्थान पर अपना नामांक लिखें।
3. प्रश्न-पत्र हल करने के पश्चात् जिस पृष्ठ पर हल समाप्त होता है, उस पर अन्त में "समाप्त" लिखकर अन्त के सभी रिक्त पृष्ठों को तिरछी लाईन से काटें।
4. निम्न बातों का विशेष ध्यान रखें अन्यथा अनुचित साधनों की रोकथाम अधिनियम के तहत कार्यवाही की जा सकेगी।
 - (i) उत्तर पुस्तिका के ऊपर/अन्तर तथा प्रश्नोत्तर के किसी भी भाग में चाही गई सूचना के अलावा अपना नामांक, साधनों के प्रयोग के अन्तर्गत कार्यवाही की जावेगी।
 - (ii) उत्तर पुस्तिका के पृष्ठों को फाड़ें नहीं। उत्तर-पुस्तिका के मुख पृष्ठ पर अंकित संख्या के अनुसार पृष्ठ पूरे होने चाहिये। परीक्षार्थी उत्तरपुस्तिका प्राप्त करते ही पृष्ठ संख्या की जांच कर लें यदि पृष्ठ कम/अधिक या क्रम में नहीं हैं तो वीक्षक से तुरन्त बदलवा लें।
 - (iii) परीक्षा केन्द्रों पर पुस्तक, लेख, कागज, केलक्यूलेटर, मोबाईल, पेजर आदि किसी भी प्रकार का इलेक्ट्रॉनिक उपकरण तथा किसी भी प्रकार का हथियार आदि ले जाना निषेध है।
 - (iv) वस्त्र, स्केल, ज्योमेट्री बॉक्स पर कुछ न लिखकर लावें। टेबुल के आस-पास कोई अवैध सामग्री नहीं होनी चाहिये, इसकी जांच कर लें।
 - (v) अपनी उत्तर पुस्तिका/ग्राफ/मानचित्र आदि परीक्षा भवन से बाहर ले जाना दण्डनीय अपराध है, अतः परीक्षा समाप्ति पर उत्तर पुस्तिका वीक्षक को बिना सौंपे परीक्षा कक्ष नहीं छोड़ें।
5. उत्तरों को क्रमानुसार एक ही स्थान पर लिखें। प्रश्न क्रमांक भी सही अंकित करें, अन्यथा दण्ड स्वरूप परीक्षक को 1 अंक कम करने का अधिकार है। बीच में उत्तर पुस्तिका के पृष्ठ रिक्त न छोड़ें। गणित विषय के लिए रफ कार्य उतार पुस्तिका के अंतिम पृष्ठों पर करें तथा तिरछी रेखा से काटें।
6. जहाँ तक हो सके प्रश्न के सभी भाग के उत्तर, उत्तर पुस्तिका में एक ही स्थान पर अंकित करें।
7. भाषा विषयों को छोड़कर शेष सभी विषयों के प्रश्न-पत्र हिन्दी-अंग्रेजी दोनों भाषा में मुद्रित है। किसी भी प्रकार की त्रुटि/अन्तर/विरोधाभास होने पर हिन्दी भाषा के प्रश्न को ही सही माना जाये।

परीक्षक द्वारा
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परीक्षार्थी उत्तर

Section = A

Qus¹ Multiple choice Questions

Qus	1	2	3	4	5	6	7	8	9	10	11	12
Ans	B	C	D	B	D	C	B	B	D	C	A	A

Qus² Fill in the Blanks

Ans

(1) Communication

(2) King

(3) Initiate

(4) Securities

(5) Primary

(6) Trained

Qus³ Very Short AnswersAns¹ The full form of N.S.E is National Stock Exchange.Ans² These penny stock refers to that part of stock which is less and can be sold at last price in the market.

परीक्षक द्वारा
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संख्या

परीक्षार्थ उत्तर

(1)

Ans³) When the Authorities that is power are in the hands of more than 1 people then it is considered as Decentralisation.

(1)

Ans⁴) Process refers to that plan which provide arrangement of activities in a systematic or chronological order.
eg = process of staffing, selection, Planning, etc.

(1)

Ans⁵) ~~Fittm~~ film is the part of off the Job Training method. Under this training is providing to the employees by making a short film and giving him required knowledge of performing the particular task. Employees gets trained by watching a film.

(1)

Ans⁶) The basis function of top level management is to do planning and setting the objective which organisation wants to achieve.

(1)

Ans⁷) The meaning of ~~Careat~~ Employer is "let the buyer be aware".

(1)

Ans⁸) Time study refers to the study of determining standard time taken for the completion of job or work. Time study helps to do the work effectively and

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

to achieve the objective on time.

Q⁹) Yes, Marketing is considered as a social process because products are produced according to the needs and wants of the consumer by gathering and analysing market information. These products were sold in the market which provide satisfaction to the society that is consumer.

Q¹⁰) Lean Manufacturing is the scientific technique of production given by the Frederick Winslow Taylor at shop floor level of factory. Under this technique, main focus is to reduce the cost of production & to earn the profit.

Q¹¹) Feedback is the element of communication process. Under this receiver, shows their suggestion, complain, view of the message which he gets from the sender.

Q¹²) Taylor Used Motion study to identify the different postures of a workers. Motion study refers to the study of movement, posture, lifting, putting object etc of the worker and product as well.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

Section = B

Ans⁴) Management of Operations.

(.) An organisation is exist for doing some work and that work can be completed by adapting various methods and performing operations.

(.) Organisation is responsible of adapting the best method among the all to perform its operations.

(.) They adapt these method which provides maximum benefits to the organisation, reducing the cost of production and avoid wastage.

(.) A better Management performs the operations of the management in a better manner and leads to organisation towards its success by fulfilling their objective effectively and efficiently.

Ans⁵) Two merits of External Sources of Recruitment

(1) Organisation have wider choice through external source of recruitment and they are able to select the best among



परीक्षक द्वारा
प्रदत्त अंक

प्रश्न
संख्या

परीक्षार्थी उत्तर

the all, which best suited for the Job.

(2) Organisation have chance to give opportunity to fresh talent and organisation gets the innovative, effective and creative candidates. which helps the organisation to leads to the success.

Ans) Government Protect Consumer Interest by introducing an Act which is known as Consumer Protection Act, 1986.

(i) Consumer Protection Act seeks to provide the information to consumers about their rights and responsibilities by various methods.

(ii) Government Protects Consumer by providing 6 rights to consumers.

- 1 Right to Safety
- 2 Right to be Informed
- 3 Right to Hear
- 4 Right to Choose
- 5 Right to Seek Redressal
- 6 Right to get Consumer Education

(i) Government also Provide some responsibilities to the consumer like = getting good quality product, checking of standardised product, ask a cash memo as a proof, etc.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

(Ans⁷)

Management is the process of getting things done through others in an effective and efficient manner by performing various functions like Planning, organising, staffing, directing and Controlling.

(.) Management is responsible towards the success and failure of the organisation, business, company, firm, industry, etc.

(.) Whether the organisation is business or Non-business it is performed everywhere. but, Management is different in different-different organisations.

(.) Management is a continuous process and ends only when the organisation is winding up. It is performed at all the levels in the organisation (Top, middle and bottom level).

(.) Management considered as a group activity because they teach the members to work together in the organisation.

(.) Coordination is considered as the essence of management.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

Ans) Capital Market

Money Market

(1) The time duration of the Capital market is of ~~middle~~ and long term.

The time Period of the Money Market is of short term.

(2) Here, maturity period is ~~More~~ than 1 year.

Here, Maturity period is less than 1 year.

(3) Only ~~long~~ term tools were dealt here, which is less liquidable.

Short term tools were dealt in money market, which is highly liquidable.

(4) Tools of ~~the~~ long term are = Shares (Both equity and preference), Govt. bond, etc.

Tools of short term are Treasury bill, Commercial papers, Call money, Certificate of deposits, Commercial bills, etc.

Ans) Role of State Commission as a Redressal agency:-

(i) Every ~~state~~ have One State Commission to ~~salve~~ solve the disputes of the Consumer.(ii) The main Role of State Commission is to protect ~~the~~ right and interest of the Consumer and provide them justice by



परीक्षक द्वारा
प्रदत्त अंक

प्रश्न
संख्या

परीक्षार्थी उत्तर

Solving the disputes of consumer against dissatisfaction of product.

(i) State Commission have only 1 President and 2 other members, in which one should be women is compulsory.

(ii) President of State Commission is a judge of high court or working as a lawyer for 5 years in high court.

(iii) State Commission solves the disputes of goods and services whose compensation claim is between 20 lakh to 1 Crore.

(iv) A person can file appeal against the order of state Commission to National Commission within 30 days of order if he/she is not satisfy with the order.

Ans) Mental Revolution by F.W. Taylor.

(i) Mental Revolution means changing of mind/mindset of workers through managers and managers through workers.

(ii) Both have to understand that they have need of each other.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

(i) Managers have to change their negative attitude into ~~to~~ positive attitude towards workers and workers have to change their negative attitude ~~to~~ into positive attitude towards managers.

(ii) Managers have to take suggestions and listens the problems of workers carefully and to solve them and workers have to perform according to the directions given by managers.

(i) Then, the organisation is able to achieve their ~~the~~ goal efficiently and effectively.

Ans) Single Use planning are those planings which can be done only one time.

(i) These are those plans which can be used only one time and can not used again and again.

(ii) Organisations have some single use plans like - Method, Rules, Policies, etc.

(i) These plans are not flexible and can not be changed according to the changeable business environment.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

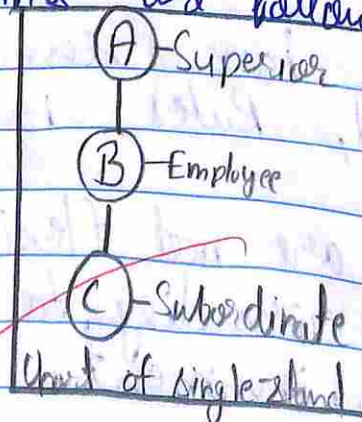
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Ans²) Consumer Protection is important for consumers because :-

(1) Consumer Protection Act protect the rights and responsibilities of the consumer and making the consumer aware about their rights and responsibility.

(2) They provide various 6 Rights and various responsibilities to the consumer. Consumer gets education and information about the prevailing conditions in the market by various schemes which was made by Consumer Protection Act to give information to the consumer.

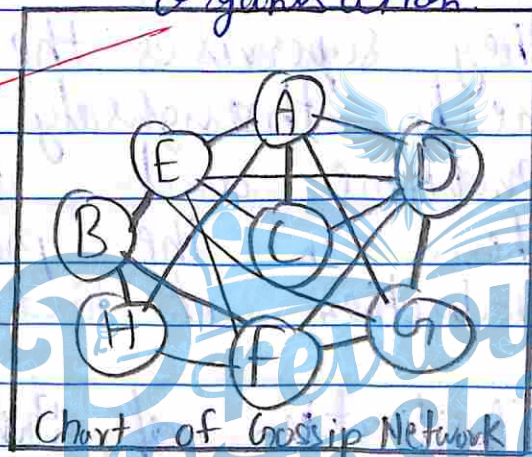
Ans³) Single strand $\Rightarrow$ In this type of Communication, person can communicate in a sequence or manner with their subordinates and superior. Here, formal lines are followed to communicate with each other.



परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

- (2) Gossip Network = In this type of communication, anyone can communicate with anyone in the organisation. There is no Superior Subordinate relationship and spread of Rumours is done in large scale in the organisation.



Ans) The employees who work under the Production officers are called :-

(1) Grang Boss = They provide required tools, ~~raw material~~, ~~same~~ material, equipments, machinery, etc items to the worker for the process Production.

(2) Repair Boss = They check the working of machinery and repairs them if they cause defect. Repair Boss is responsible for the maintenance of Machinery in the factory level.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

(3) Speed Boss = They check that the production is done according to time or not if not then what is the reason. Speed Boss is responsible towards the effective and efficient manner of production.

(4) Inspector = They supervise the work and check thoroughly to identify problems and tries to solve them in the process of production at factory level.

BSER 08/2021

A¹⁵
A₁₅

Classification of Industrial Product

On the basis of Durability

Durable
Goods

Non-Durable
Goods

Services

On the basis of shopping item

Shopping
product

Convenient
Product

Special
products

(1) On the basis of Durability

(a) Durable Goods = These goods which can be used again and again is considered as Durable Goods. eg $\Rightarrow$ Machines, Bathpat Soap, etc.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

(b) Non-Durable Goods = These goods which can not be used again and again are called Non-durable goods.
eg = use of sanitary pads, etc.

(c) Services = Services are intangible we can feel it but can not touch it.
eg = Haircut by barber, salting of product, etc.

(2) On the basis of shopping items.

(a) Shopping Products = These products which consumers buy by giving some time and doing research on them.
eg = LED, Refrigerator, etc.

(b) Convenience Product = These product which can directly purchased by the consumer.
eg = Soap, toothpaste, chips, etc.

(c) Special Products = These product which consumers buy at any cost.
eg = Antique and Unique items, etc.

Q16) Limitations of External Sources.

(1) Loss of Wastage of time = getting a employee

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

Through external source of recruitment is very time consuming process.

(2) Loss of Money = It is most expensive to recruit employee in the organisation by advertising, etc.

(3) Chance of fresh talent = Getting the new employees and providing them training so they perform best is also limitation of External source.

(4) Some times it is ignored in the ads, and money wasted on these types of recruitment process.

Section = C

Ans 17) Three objectives of SEBI

1) To Protect the Interest and Right of the investors. is the main objective of SEBI.

2) Prohibition of various Malpractices like insider trading, etc in the trading of securities are another important objective of SEBI.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

3) Providing fair and easy way of trading of securities to both Investors and shareholders, also prevent the Investments of the shareholders.

Ans) Three benefits of Training and Development to the employees :-

(1) After getting training, Employees are able to perform well to the work which they wants to do.

(2) Employees are able to complete their work on time and by proper Utilization of Resources so, organisation achieved their objective in effective and efficient manner.

(3) Training helps the employee to learn new skills and develop their skills according to the environment and perform to make him/her confident to perform best.

Ans) Yes, Coordination is the essence of management, Some reasons are :-

(1) Without Coordination, Management is not able to work in a group.



परीक्षक द्वारा
प्रदत्त अंक

प्रश्न
संख्या

परीक्षार्थी उत्तर

and Conflicts were arises in the organisation but with the help of Coordination spirit of working together and to achieve goals together were encourages between the employees and they all are able to work in a groups.

(2) Coordination makes the relationship between superiors and subordinates better and Coordination helps both to understand that they need each other for achieving the objective of the organisation.

(3) Without Coordination No organisation can success, if the organisation have management with the spirit of coordination between its members then they are able to get success and Coordination helps the management to achieve the organisational objective in an effective and efficient manner.

Ans²⁰) Three limitation of Planning are as follows.

परीक्षक द्वारा
प्रदत्त अंकप्रश्न
संख्या

परीक्षार्थी उत्तर

- 1 Planning Not guaranteed Success
- 2 It is a Mental Exercise
- 3 Planning Reduces Creativity involves huge time.

(1) Planning Not guaranteed Success.

(.) Planning is not able to give the guarantee of Success in future.

(.) Planning Makes the organisation aware about future problems by making assumptions.

(.) Organisation is able to face the Problems in future but it does not cure the Problem.

(.) Planning helps the organisation to leads to success but it does not guarantee to achieve success.

(2) Planning is a Mental Exercise.

(.) Planning is considered to be the Primary function of Management.

(.) Various assumptions and predictions are made by using the creativity and innovative ideas.



परीक्षक द्वारा
प्रदत्त अंक

प्रश्न
संख्या

परीक्षार्थी उत्तर

(1) It takes huge time to make a plan to solve the problems which distracts the person's mind.

(1) In this way, Planning is considered as a Mental Exercise.

(3) Planning involves huge time

(1) Planning is the first and important function of Management.

~~(1) Planning involves huge time and efforts.~~

(1) To make a Best Planning, organisation have to give their maximum time in planning to achieve the goals on time.

(1) That's why, Planning involves huge time.

Section = D

Ans 2] Any four functions of Marketing.

1. Gathering and Analysing Market Information.
2. Packaging and labeling.
3. Branding
4. Transportation.



परीक्षक द्वारा प्रदत्त अंक	प्रश्न संख्या	परीक्षार्थी उत्तर
	(1)	<u>Gathering and Analysing Market Information :</u>
	(i)	Production of goods are only started when there is information of what consumer wants.
	(i)	So, Market Producer performs surveys to get the information about the market.
	(i)	Through this information, producer is able to know the needs and wants of the consumer.
	(i)	Then, Marketing fulfills the needs and wants of the customer by satisfying them.
	(2)	<u>Packaging and Labelling.</u>
	(i)	Packaging refers to the process of providing safety and protection to the product and providing containers to the product.
	(i)	Packaging is act as a self promotional tool in the market. Attractive packaging attracts the people in the market.
	(i)	Labelling refers to the process of providing required information like Manufacturing date,

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price of product, where to store, expiry date, etc on product.

(1) Labelling is also act as a promotional tool in the market by putting Branding on the products.

(3) Branding.

(1) Branding is the name, sign, symbol, mark, etc which differentiate the product from other products in the market.

(1) With the help of Branding, a person is able to identify the product among the various options.

(1) Branding includes Brand Name, Brand Mark and Trade Mark.

(1) Branding is the most common tool of promotion while becoming famous in the market.

(4) Transportation.

(1) Transportation means movement of product from one place to other or from the place of where it produces



to the place where it used.

(.) Transportation is used in the Physical distribution of products in the Market.

(.) Without transportation, movement of product is not possible.

(.) Transportation is used from the process of production to the use of product by consumer.

A22) Q Characteristics of Directing.

(1) Directing is All Pervasive.

(.) Directing is All Pervasive means it is performed at all the levels in the organisation.

(.) Directing whether the organisation is business or Non-business ~~branding is~~ Direct is performed by management.

(.) It is the Function of Management.

(.) Directing is performed by the Senior officers or Superiors.

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~~(2) Directing is Continuous Process~~

(1) Directing is considered as Continuous process just like work.

(1) Directing provides directions to perform the work and work is a ongoing process.

(1) Directing is used from the beginning of the organisation to the winding up of organisation.

~~(3) Directing helps in Direction.~~

(1) Directing helps the management to give direction to the worker.

(1) Directing is responsible towards the efficient and effective manner of working to achieve the goals in the organisation.

(1) Directing gives instruction and from these instruction the work is performed by the workers in effective and efficient manner.

(1) In this way, directing helps in direction.



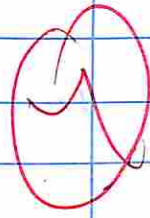
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	(4)	Directing flows To p to bottom.
	(1)	Directing flows Top to bottom in the organisation.
	(1)	Means, Top level management give directions To middle level and Middle level management gives directions to Lower level.
	(1)	Always Superior directs there subordinate in this function of Management.
	(1)	That's why Directing flows top to Bottom.
	A ²³ Ans)	Advertising Personal selling
	(1)	Advertising means making the people aware about the product. the the Personal selling means selling of existing Product to the customer.
	(2)	Advertising Provide information related to product indirectly to the consumer. Personal selling involve providing information related to product directly.
	(3)	It encourages the people to buy the product by making the product attractive in advertisements. They persuade the consumer to buy the product by forcing or encouraging them.



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It act as a Promotional
tool for the Product in
the market.

It also act as a
Promotional tool for
a product in the
market

X

X

X

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