



कुल पृष्ठ संख्या-32 (कवर पेज सहित)



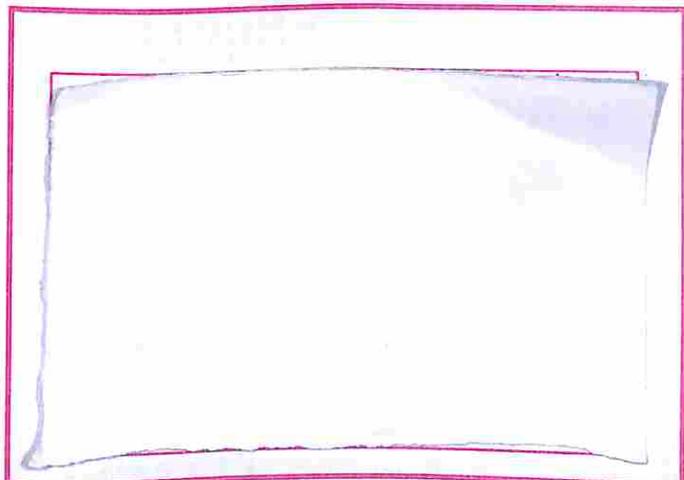
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क्रम संख्या.....

माध्यमिक शिक्षा बोर्ड, राजस्थान, अजमेर

उच्च माध्यमिक परीक्षा

(परीक्षार्थी द्वारा स्वयं भरा जाना चाहिये)



नोट :- परीक्षार्थी उपरोक्त के अतिरिक्त उत्तर पुस्तिका के अन्य किसी भी भाग में अपना नामांक नहीं लिखें।

माध्यम - हिन्दी अंग्रेजी

विषय Business Studies

परीक्षा का दिन Wednesday

दिनांक 09-04-25

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 है, 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 : $15\frac{1}{4}$ को 16, $17\frac{1}{2}$ को 18, $19\frac{3}{4}$ को 20)

प्रश्नवार प्राप्तांको की सारणी (परीक्षक के उपयोग हेतु)			
प्रश्नों की क्रम संख्या	प्राप्तांक	प्रश्नों की क्रम संख्या	प्राप्तांक
1	18	19	4
2	6	20	4
3	12	21	
4	2	22	
5	2	23	
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	3	योग	
15	3	प्राप्त अंको का कुल योग (Round off)	
16	3	अंकों में	शब्दों में
17	3	80	अस्सी
18	4		

परीक्षक के हस्ताक्षर (A) संकेतांक 34788

प्रमाणित किया जाता है कि इस उत्तर पुस्तिका के निर्माण में बोर्ड द्वारा प्रदत्त 58 जी.एस.एम. ईको मैलिथो कागज ही उपयोग में लिया गया है। 177/2024



Section - B

4. Characteristics of business environment

(a) Specific and general forces

All the forces of business environment affect the organisation directly or indirectly. Specific forces includes customers, investors etc. which affect the organisation directly. General forces includes social, political, economical etc. which affect the organisation indirectly.

(b) Inter-relatedness

All the forces of business environment are inter-related to each other.
Ex:- With the inclination of western culture, the demand for western wear and western food is increasing.

5. Control facilitates coordination in action



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By the use of control, managers clearly define the task and check whether the task is completed or not. Controlling helps in coordinating all the actions of different departments and different individuals.

6. Function of labelling

(i) Describe the product

If the manufacturer wants to convey some information to customer he cannot convey personally to each customer. So through label he can convey information to each customer.

(ii) Legal requirement

It is legally compulsory to mention date of manufacturing and expiry, price, weight, batch no. etc. In some products statutory warning is compulsory to mention like tobacco, cigarette etc.



7. Rights of consumers

(i) Right to seek redressal

All the consumers have a right to get seek redressal against any products and service which does not give required level of satisfaction. Redressal can be in form of compensation, replacement of product etc.

(iii) Right to Consumer Education

In this, consumers have a right to get complete knowledge about all the rights and remedies available to them. Government and many business firms doing their best in this aspect.

8. Principles of management are Universal

Principles of management are universal in nature. They can be applied anywhere irrespective of nature and size of organisation. These can be modified according to the requirement of organisation.



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9. Characteristics of planning

(i) Primary function of management

Planning is a primary function of management because in this function, objectives of organization are ^{being} set and all the other functions are depend on objectives.

(ii) Pervasive

Planning is a pervasive function. It is done at every level or at every department or at every location. Primary plans made by Top management, Middle management made plans for departments and lower level management make supportive plans.

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10. Disadvantages of functional structures

(i) Create conflicts

There can be conflict of interest between different departments. Ex:-



Sales department emphasizes on giving discounts whereas finance department oppose it as it reduce the revenues.

(ii) Inflexibility

There is lack of flexibility because by doing one similar job employees can not develop new skills and means of doing the job.

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11. Financial management

Financial management refers to efficient acquisition and allocation of funds. It involves from which source to raise fund, where to invest and how to divide earning and dividend.

12. Responsibilities of consumers

(i) Cautious Consumers

The consumers should be cautious. He should not blindly believe on



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the seller, he should personally check the product.

(ii) Insist on Cash memo

To file a complaint, consumer needs an evidence which is provided by cash memo. The seller should provide cash memo although buyer had not asked.

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13. Principle of discipline

Discipline means general rules and regulations that direct the behaviour of people for achievement of organisational goal. Discipline does not mean rules and regulations but it also means to commitment towards organisation as well as to each other. Discipline requires good supervision at all levels.

Section - C

14. Importance of planning(i) Planning reduce risk of uncertainty

Planning reduce the risk of uncertainty because it helps to see in future. It can not avoid the risk but it helps to minimise the risk with the help of developing strategies.

(ii) Planning facilitates no overlapping of work

The basis for coordinating the activities of different department and division is planning. Planning clearly define the objectives and how each department contributes to it. So it helps in no overlapping of work.

(iii) Planning facilitates innovation

Planning helps in innovation as managers are given opportunity to think and develop new objectives, strategies and means or ways for doing work effectively and efficiently.



15- Sources of recruitment

(a) Direct Recruitment

In this type of external recruitment a notice is pasted on the gates of office or factory or workshop describing the vacancy. It is usually done for unskilled workers like peon, electrician etc.

(b) Advertisement

It is the most common and popular source of external recruitment. In this, the vacancy and desired profiles are telecasted on channel. The media of advertisement can be selected according to requirement of organisation.

(c) Employment Exchange Office

The Employment Exchange acts as a link between job seekers and organisations who have vacancy. Whenever the organisation approach employment exchange the suitable



candidate is sent. They charge for providing service.

16. The differential piece wage system

(3) This is one of the most important technique of scientific management given by F.W. Taylor.

In this technique, Taylor insist on giving different rate of wage to efficient and inefficient workers. This technique is based on efficiency of worker.

There should be more wages for efficient workers as compared to inefficient workers. The worker who produce less than the standard target should get less wages. When the wages is given according to per unit automatically the production will increase. Wages depending on efficiency is also a good motivator.

Ex:- The manager set the standard target to produce 10 units at ₹50 per unit. The worker who produce 11 units



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should get wage $11 \times 50 = ₹ 550$ and the worker who produce 9 units should get wage $9 \times 40 = ₹ 360$. This difference of ₹ 190 is enough to motivate inefficient worker.

17. Elements of delegation -

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- (i) Accountability
- (ii) Responsibility
- (iii) Authority

Overview of elements of delegation

Basis	Authority	Responsibility	Accountability
Meaning	It means power to take decision.	It means obligation to complete the task on time.	It means outcome of the action.
Origin	It originates from formal position.	It arises from authority delegated.	It arises from responsibility.

P.T.O.



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		<table border="1"><tr><td>Flow</td><td>It flows in downward direction as superiors have authority over subordinate</td><td>It flows in upward direction as subordinates have responsibility towards superiors</td><td>It flows in upward direction as subordinate is accountable for work done.</td></tr></table>	Flow	It flows in downward direction as superiors have authority over subordinate	It flows in upward direction as subordinates have responsibility towards superiors	It flows in upward direction as subordinate is accountable for work done.
Flow	It flows in downward direction as superiors have authority over subordinate	It flows in upward direction as subordinates have responsibility towards superiors	It flows in upward direction as subordinate is accountable for work done.			

Section - A

- 18
Q1.
- (i) (B) Unorganised Consumer
 - (ii) (A) Stability earning
 - (iii) (A) Middle Management
 - (iv) (B) Four
 - (v) (A) Internal
 - (vi) (B) Pension
 - (vii) (B) Six



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(viii) (D) Capital budgeting decision ✓

(ix) (A) Two ✓

(x) (C) Status ✓

(xi) (B) Counselling ✓

(xii) (B) Planning ✓

(xiii) (A) Planning ✓

(xiv) (B) Expansion and Growth ✓

(xv) (A) Service motive ✓

(xvi) (A) Four ✓

(xvii) (A) Recruitment ✓

(xviii) (A) Current Asset ✓

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2. (i) State government ✓

(ii) Universal ✓



(iii) Production Marketing

(iv) Diverting Motivation

(v) Delegation Employee Empowerment

(vi) Controlling

3. (i) Ex. of Primary Package - 'Tube of toothpaste'.

(ii) Principles of management are flexible because these can be modified by managers according to requirements.

(iii) Motivation is a complex process as managers have to motivate people according to their needs and the needs of different people are different.

(iv) By working in the formal organisation, the workers and employees built some social and friendly groups which are called informal organisation.

(v) Interest test means finding the job in which the candidate has more interest.



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(vi) The ratio between debt and equity is known as debt equity ratio.

$$\text{Debt - equity ratio} = \frac{\text{Debt}}{\text{Equity}}$$

(vii) The name of process that converts message into signal is "Encoding".

(viii) Consumer Protection Act 1986 has been replaced by the Consumer Protection Act 2019.

(ix) Little control on external factors
There is little control on external factors like government, investors etc.

(x) Budget

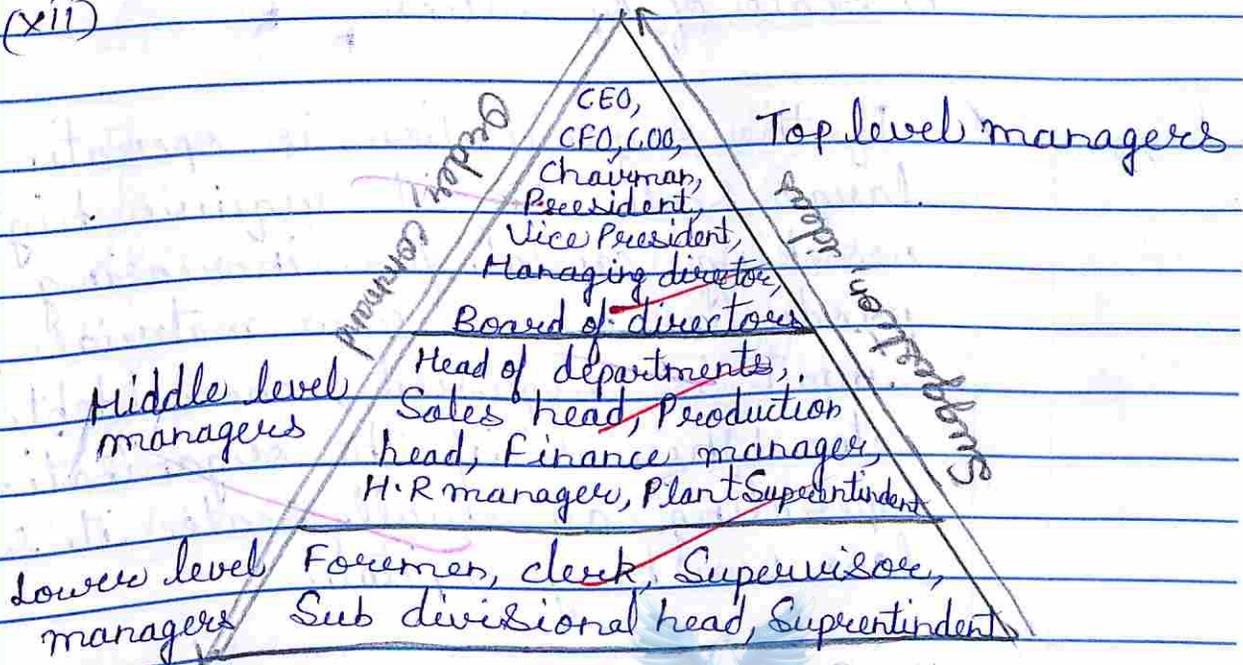
It refers to numerical description of expected results of future.
Ex:- Sales budget

(xi) Business environment is dynamic as it is very flexible and changes taking in it is very fast. So scanning of business environment is very important.

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(xii)



Section - D

10.19

4 Working Capital

The capital which is required to run day to day activities of business is known as working capital.

Excess of current assets over current liabilities is also known as working capital.

Factors affecting the working capital requirement

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(i) Scale of Operation

If the organization is operating at large scale so it requires high working capital for increasing production more raw material input is required, more debtors etc. Whereas if the organization is operating at small scale it requires low working capital.

(ii) Seasonal Factors

If the firm is operating in that commodity, the demand for which is constant, the working capital requirement will be constant throughout the year. But if the firm is producing seasonal product so it requires high working capital during seasons because more inventories, more output, more raw materials has to be maintained whereas it requires low working capital during off or slack season.



(iii) Operational efficiency

If the firm has high degree of operational efficiency it requires low working capital ~~whereas~~ if firm has low degree of operational efficiency it requires high degree of working capital.

(iv) Nature of business

The type of business in which company is involved is a major factor. If the company is manufacturing company it requires high working capital whereas if company is trading concern it requires low working capital.

Principles of directing

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4
Harmony of objectives- Maximum individual contributionAppropriateness of technique- Unity of CommandManagerial Communication- Use of informal organizationFollow through- Effective leadership

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(i) Unity of Command

This principle emphasises that a subordinate should take orders from one boss. If he takes orders from more than one boss, he should get confused that whose order should be done first and he gets an option to give an excuse that he was busy in carrying out the order of other boss. This affects the efficiency of workers. So he should take orders from one boss.

(ii) Harmony of Objectives

Employees join the organization with their own objectives and the organization has objectives that they work towards betterment of the organization. The principle of directing says that the manager should try to create harmony in objectives and convince employees that they should work towards the objectives of the organization then their own objectives will be fulfilled automatically.



(iii) Appropriateness of directing technique

The manager should use appropriate directing technique to motivate and influence the employees because some employees ~~motive~~ by positive incentive, some by negative, some by monetary, some by non monetary.

(iv) Managerial Communication

The managers should communicate to employees about the work, they should clearly tell how to do the task so that employees can work in a better way.

18. Classification of products

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1. Consumer products

Consumer products are those products which are used by ultimate consumer to satisfy his own needs.
Ex: ice cream, notebook etc.



Consumer products are classified on two types :-

(i) On the basis of durability

(a) Durable goods

The goods which serves many uses and the cost of these goods is high. The purchase of these goods is pre planned.

Ex: Furniture, A.C etc.

(b) Non durable goods

The goods which serves one or two use and the cost of these goods is low and these goods are easily available.

Ex: Soap, Shampoo etc.

(c) Service

These are intangible goods which provide satisfaction to its consumers. These cannot be separated from their provider.

Ex: Hair saloon, tailor etc.



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(ii) On the basis of Shopping efforts

(a) Convenience Products

These products are also known as essential items, these are easily available, the competition in these products is very high. The buyer does



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not give much time & efforts for these products.

(b) Shopping Products

The buyer gives considerable time & efforts for shopping of these products. He compares product of different brands.

Ex! - A.C, Furniture

(c) Speciality Products

These products are available in very little few locations, these products are very expensive.

Ex! - Antiques and rare items

2. Industrial products

The products which help in making of product and help in managing of final goods are known as Industrial product.

(i) Material & Parts

These products completely enter into the production of products.

These are of two types

- Raw Material
- Manufactured Material & Parts

• Raw Material

These can be classified into two types:-

(a) Farm Product - Rice, Cotton

(b) Natural Product - Oil and Petroleum

• Manufactured Material & Parts

(a) Component Material - Plastic, Glass

(b) Component Parts - Tyre, window

(ii) Capital items

(a) Installations - Elevators, chimney.

(b) Equipments - Fax machine

(iii) Supplies and business Services

(a) Service & Repair item - paint, nail

(b) Operating Supplies - Ink etc.

END