

छत्तीसगढ़ माध्यमिक शिक्षा मण्डल, रायपुर  
परीक्षार्थी हेतु

2019

प्रश्न पत्र सेट A, B, C लिखें A



पृष्ठ 2 पर दिए गए निर्देश को आवश्यक रूप से पढ़ें।

परीक्षा के नाम की सील

1. विषय कोड 3 0 2 2. विषय का नाम Business Studies  
3. दिनांक 06 - 03 - 2019 4. माध्यम English

द्वयार सेकेण्डरी स्कूल चर्चि परीक्षा

छत्तीसगढ़ माध्यमिक शिक्षा मण्डल रायपुर परीक्षा केंद्र क्रमांक 17027 उ. पु. सं. सं. 4424055

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प्रश्न पत्र सेट कोड, माध्यम, विषय कोड, विषय के नाम की जाँच की गयी,

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हस्ताक्षर मुख्य परीक्षक  
क्रमांक

② परीक्षार्थी के लिये निर्देश

1. परीक्षार्थी को 40 पृष्ठ की उत्तरपुस्तिका दी गयी है जिसमें से 38 पृष्ठ छात्रों के लिखने हेतु उपलब्ध रहेंगे। इसी उत्तरपुस्तिका में छात्रों को पूरा प्रश्नपत्र हल करना है। इसके अतिरिक्त अलग से पूरक उत्तरपुस्तिका नहीं दी जायेगी।
2. प्रश्नों को हल करते समय प्रश्न क्रमांक अंकित करके उत्तर लिखें, प्रश्न लिखना आवश्यक नहीं है। इससे परीक्षार्थी के समय की बचत होगी।
3. परीक्षार्थी अपना रोल नम्बर, विषय कोड, विषय का नाम प्रवेश पत्र से देखकर तथा प्रश्न पत्र सेट प्रश्न पत्र से देखकर एवं माध्यम, दिनांक उत्तरपुस्तिका के मुख्य पृष्ठ पर निर्धारित स्थान पर आवश्यक रूप से अंकित करें।

4. रोल नम्बर सामने दिये

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उदाहरण अनुसार लिखा जावे:-

5. उत्तरपुस्तिका के पृष्ठों के दोनों ओर लिखें। बीच में स्थान न छोड़ें। मूल से छूटे हुए पृष्ठ या रिक्त स्थान अथवा अंत में बिना लिखे हुए सभी पृष्ठों को कास (Cross X) कर दें।
6. उत्तरपुस्तिका के ऊपर/अंदर तथा किसी भी भाग में चाही गई सूचना के अलावा परीक्षार्थी अपना नाम, पता, फोन नम्बर अथवा अन्य कोई जानकारी जिससे छात्र की पहचान हो सके, अंकित न करें।
7. यदि रफ कार्य हेतु आपको दी गई उत्तरपुस्तिका पर्याप्त है तो उत्तरपुस्तिका के अंतिम पृष्ठों पर रफ कार्य अंकित करके रफ कार्य करें तथा तिरछी रेखा से काट दें। यदि यह उत्तरपुस्तिका पर्याप्त नहीं है तो रफ कार्य हेतु अलग से उत्तरपुस्तिका पर्यवेक्षक से मांगें।
8. परीक्षा केन्द्र पर पुस्तक, लेख, कागज, कैलकुलेटर, मोबाईल, पेजर, किसी भी प्रकार का इलेक्ट्रानिक उपकरण तथा किसी भी प्रकार का हथियार आदि नहीं ले जायें।
9. स्कूल यूनिफार्म, स्केल, कम्पास बॉक्स अथवा अन्य किसी प्रकार से नकल सामग्री लिखकर नहीं लाये। टेबल के आस-पास कोई अवांछनीय सामग्री नहीं होनी चाहिए। नकल करना छत्तीसगढ़ सार्वजनिक परीक्षा (अनुचित साधनों का निवारण) अधिनियम 2008 के तहत दण्डनीय अपराध है।
10. अपनी उत्तरपुस्तिका/ग्राफ/मानचित्र/रफ कार्य पुस्तिका आदि परीक्षा भवन से बाहर ले जाना दण्डनीय अपराध है। अतः परीक्षा समाप्ति पश्चात उत्तरपुस्तिका एवं रफ कार्य पुस्तिका पर्यवेक्षक को सौंपकर परीक्षा कक्ष छोड़ें।
11. निर्देश क्रमांक 8, 9 एवं 10 का पालन नहीं करने पर अनुचित साधनों के उपयोग के अंतर्गत कार्यवाही की जावेगी।

मूल्यांकनकर्ताओं के लिये निर्देश

1. मूल्यांकनकर्ता उत्तरपुस्तिका का मूल्यांकन लाल स्याही से करेंगे।
2. प्रत्येक पृष्ठ के प्राप्तांक को जोड़कर मूल्यांकनकर्ता अंकों का प्रोग्रेसिव निर्धारित स्थान में लिखना न भूलें एवं जो पृष्ठ कोरे हैं उसे तिरछी लाईन से काट दें तथा उत्तरपुस्तिका के अंतिम पृष्ठ में कुल प्राप्तांक/पूर्णांक लिखना आवश्यक है।
3. मूल्यांकनकर्ता अंकों के योग को मुख्य पृष्ठ पर शून्य से सौ तक दिये गये टेबल में गोल घेरा करें तथा कुल प्राप्तांकों को शब्दों में भी योग लिखें।
4. मैंने सभी प्रश्नों के उत्तरों का मूल्यांकन किया है। उत्तरपुस्तिका के अन्दर के अंक एवं बाहर दर्शाये गये अंक समान हैं एवं योग भी समान है जिसका प्रमाणीकरण मेरे द्वारा मुख्य पृष्ठ पर किया गया है।



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[ BOARD EXAMINATION - 2019 ]

[ Ans - 1 ]

\* How many industries are reserved for public sector :-

ans  $\Rightarrow$  (c) 17.

[ Ans - 2 ]

\* Out of following, which is not a limitation of planning :-

$\Rightarrow$  (d) Helps in achieving objectives.

[ Ans - 3 ]

\* Control process is a :-

$\Rightarrow$  (c) Reformative action.

[ Ans - 4 ]

\* Which factor affects pricing :-

$\Rightarrow$  (d) All of the above.

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4 + 3 = 7

योग पूर्व पृष्ठ + पृष्ठ 4 के अंक = कुल अंक

[Ans-5]

The first step in the process of planning is "Establishment of objectives".

[Ans-6]

One external source of recruitment is - "Friends and relatives of present employees".

[Ans-7]

There are four elements of Discretion and they are:  
1) Supervision, 2) Leadership, 3) Motivation and 4) Communication.

[Ans-8]

In controlling process, actual performance is compared with the standard sets.

CBSE



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[Ans-9]

Management can be called as a system because it has following characteristics of a system:-

(a) Every system has a definite object:-

Management can be called as a system because like system, it too have some definite objectives.

(b) Every system has a sub-system:-

⇒ Every system has some systems and Management also have subsystems, so it can be called as a system.

(c) Communication is mobile in every system:- Communication is mobile in every system, so management can be called as system because it too have a mobile communication i.e. commu-

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6 + 4 = 10

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nication is active in it.

[Ans - 10]

⇒ Social environment can affect the business in following ways:-

(a) Family structure :-

Family structure also affects the business, whether the family is joint or modern, it has a effect on the business.

(b) Social customs :- Various types of social customs are followed in society, like, child <sup>marriage</sup> labour, etc. It has direct impact on the business.

(c) Attitude of Society :-

The attitude of society towards the business is also an important factor. Whether the people of society are liking the business or not, what is their attitude towards it, also affects the Business.

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Business has to operate within the society, so it has to adapt the changes, otherwise it can be harmful for the survival of Business.

[Ans- 11]

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	Training	Education
1.	Training is imparted to increase the skills of employees to perform any task.	Education is imparted for the all round development of the students.
2.	It is a short-term process.	It is a long-term process.
3.	Cost of training is borne by enterprise.	Cost of education is borne by either family or government.

[Ans- 12]

Financial planning is a process of determining the plan, policies



$$\begin{array}{ccc} 16 & 3 & 19 \\ \boxed{15} & + & \boxed{3} = \boxed{18} \\ \text{योग पूर्व पृष्ठ} & & \text{पृष्ठ 8 के अंक} & & \text{कुल अंक} \\ 16 & & 3 & & 19 \end{array}$$

and advance to deal with the financial activities of business. It has following importance:-

1) Helps in determining financial requirements :-

Financial planning helps in determining the financial need of the enterprise, how much the requirement of funds is, is determined by it.

2) Best utilization of financial resources :-

Financial planning analyses the various schemes and securities which can be helpful to utilize the funds properly and it also checks the misuse of funds.

3) Helps in determining the capital structure :-

Financial planning determines the perfect ratio of debt and owner's funds (equity) and thus, it





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is very helpful in determining the capital structure of the business. Hence, it is important

[Ans-13]

The full form of SEBI is 'Securities and Exchange Board of India'. Its objectives are:-

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- 1) To safeguard the interest of investors,
- 2) To have an eye on the sellers and brokers and to regulate their work,
- 3) To stop and prevent the fraudulent and unfair practices in the work of brokers,
- 4) To develop a stock exchange of international level.



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[Ans - 14] [12]

Principles of Management are general guidelines for the business formed by management experts. Its nature are as follows:-

1) Dynamic Nature of principles

Principles of Management are not rigid as the principles of physics or chemistry, but it changes from time to time, place to place as per the requirement.

2) Universality of principles

Management principles are universal in nature i.e. it is applied everywhere in the world and its proper application can definitely lead to success.



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3) Concentrated on Human Behaviour :-

Management principles are fully based and concentrated on behaviour of human and to influence their behaviour.

4) Equal Importance :-

Every management principle are ~~not~~ having equal importance. It may be possible that one principle may be more beneficial to one business and other for other business, but as a whole, it have equal importance.

[Ans-15]

Training is a process of increasing the knowledge and skills of employees and workers to perform a particular task. It is important because of following needs :-

1) Increases the efficiency :- Proper training



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Increase the working efficiency of the employees because they are given proper guidance and training to do the work efficiently.

2.) Lesser Accidents :- If proper training is given to the employees to run the machines properly, it will reduce the number of accidents occurring to workers.

3.) Lesser Supervision and direction :- If proper training is imparted to the employees and workers, lesser number of directions and supervision will be needed.

4.) Maximum Production :- Well trained employees will work with full confidence and energy leading to increase in production and which will lead to achievement of objectives.

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[Ans - 16] [12]

Control is a management function, which deals with checking whether the work is going with conformity with plan or not. Its importances are as follows:

1) To utilize the resources <sup>properly</sup> ~~properly~~. Control reduces the wastage of resources and helps to use the resources in the best possible manner.

2) Helps in motivation :- A well-efficient employee will welcome control with open hands because it gives him a proper ideal environment to do work and it will increase the motivation level.

3) To increase <sup>Production</sup> ~~properly~~ :- Control plays an important role in increasing the production as it takes preformative action so that everything can go according to plans.

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and thus leads to increase in production.

4) Helps in maintaining discipline:-

Proper control system reduces any type of hindrances in work like indiscipline etc. and helps in maintaining a ideal and disciplined environment for smooth functioning of enterprise.

[Ans-17]

Following are the four functions of financial market:-

1) Proper use of savings and channelling them to the best productive uses:-

Financial market takes the savings of the common masses of country and channelise them to best productive and beneficial place. Thus, it mobilizes the savings.

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2) Facilitate Price Discovery :-

Financial market decides the price of the securities by free flow of demand and supply. It helps in discovery of price of security.

3) Provides liquidity to financial assets :-

Financial market provides liquidity to the financial assets like shares, debentures, bonds etc. It means they can be sold and converted into cash anytime.

4) Reduction in Cost :-

Financial market is a place where buyers and sellers purchase and sell the securities respectively. So, they don't have to go here and there in search of each other.

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[Ans-18] (OR)

Following are the qualities of a good salesman :-

1) Attractive Personality :- The personality



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38 + 4 = 42

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of a Salesman should be very attractive because his personality helps in convincing customers.

2) Cheerful Disposition :- It is very important quality of a good salesman. It means that a salesman should always be cheerful and a smile should be there in his face.

3) Patience :- Sometimes salesman may face a angry or some other kind of customer, in that case he/she should not loose patience. Hence, patience is essential.

4) Full knowledge of product :- A good salesman should have full knowledge about the product he/she is selling, so that salesman can give proper information to the customers.

All the mentioned above are some essential qualities of a salesman.

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[Ans - 19]

There are certain rights which is given to consumer to protect them from exploitation:-

1) Right to Safety :- Right to safety means the consumer is having a right to be safe from the products which are "HAZARDOUS TO HEALTH AND LIFE".

2) Right to be Informed :- Consumer holds a right to be fully informed about the quality, quantity, price and other information he wants.

3) Right to be Heard :- Consumer is given right that he/she has the right to be heard, i.e., their complaints should be heard and action should be taken.

4) Right to Choose :- Right to choose means consumer has a right

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- to choose or select the product he wants. He can choose from the wider choice and is free to select the product he wants and likes.

[Ans-20] [OR]

\* Diff. between management & administration:

Basis	Management	Administration
1. Scope	Its scope is wide upto the formulation of policies.	It is much wider. The whole success of enterprise depends upon it.
2. Policy	It implements policies.	It prepares policies.
3. Effected by whom	It is effected by human resources.	It is effected by external factors.
4. Role	It is 'soul' of Business.	It is 'brain' of Business.
5. Responsibility	It is responsible for successful management of Business.	It is responsible to provide policies and capital to business.

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[Ans-21] [OR]

Discretion is the process of guiding, instructing, leading and motivating the human resource. Its principles are :-

1) Principle of Informal Organization :-

Informal Organization is adopted to remove the deficiencies of formal organization and it leads to free communication and fulfillment of social needs

2) Principle of Leadership :-

Subordinates should be provided with an effective leader who can guide and can influence their behaviour.

3) Principle of Unity of Command :-

Principle of unity of command means the subordinates of a

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$$\begin{array}{r} 51 \\ \square \\ 50 \\ \hline 51 \end{array} + \begin{array}{r} 5 \\ \square \\ 5 \\ \hline 5 \end{array} = \begin{array}{r} 56 \\ \square \\ 55 \\ \hline 56 \end{array}$$

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concerned department should receive orders from one superior only and they must be accountable to one superior only. Multiplicity of command leads to confusions in the mind of subordinates.

#### 4) Principle of harmony of objectives:-

According to this principle, there must be harmony in the objectives of each individual and objective of firm. There should be perfect harmony in everyone's goal.

#### 5) Principle of Maximum Contribution:-

This principle tells that there must be full contribution of each and every person of enterprise for achieving success. They should be motivated in such a manner that they should contribute their maximum to achieve goals.

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[Ans = 22] (OR)

"Working Capital is the excess of current assets and over current liabilities". The factors which affects the working capital are as follows:-

1) Nature of Business:-

The nature of business also affects the need of working capital. If the Business is of "manufacturing" nature then it will require more working capital to purchase raw materials, salary wages etc. So, need of working capital will be high.

If the Business is of trading nature, then it will not require much of working capital because they are concerned with purchase and sale of products.

2) Scale of Operation:-

If the business operates at large scale, it will require more

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working capital but, if the business is operating at small scale, the need of working capital will be comparatively less.

3) Credit Allowed :-

If the liberal credit policy is allowed by business, that means if they allow credit, they will require more of working capital to meet daily expenses.

If credit is not allowed, the need of working capital will be comparatively less.

4) Credit Availed :-

If the business can avail credit easily, then the need of working capital will be less.

If the business cannot avail credit easily, then more of working capital will be required.

5) Seasonal factors :- It affects working capital as follows :-



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If the business is operating at the peak season, it will require more of working capital.

If the business is operating at the lean season, then less of working capital will be required.

All the mentioned above were factors that influence the working capital.

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[Ans-23] [OR]

"Planning" is a function of management which deals in "deciding in advance" what is to be done?, how is to be done?, who is to be done? and when is to be done?

Definition:- "Working plan means those results which are to be achieved, those course of action which are to be followed and those conditions through which the work will go."

— Henry Fayol.



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\* Following are the difficulties which arises during planning :-

1) Probability in Planning :-

Planning is done on estimating and anticipating the future conditions and any change in future conditions can fail the plan.

2) Incompetent Planners :-

If the planning is done by experts and competent planners then the business can prosper but if the planners are incompetent then it may be proved wrong for the business.

3) Government policies :-

Government policies also





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creates difficulty during planning. If the policies of government changes and if further adjustment is not done in planning according to it, then it can make the planning useless.

#### 4) Expensive :-

Planning is an expensive and costly process. It requires to hire experts to make plan, incur several costs on it, so, it is expensive and creates difficulty in planning.

#### 5) Time consuming process :-

Planning is a very time consuming process, it needs to make plans after careful analysis, and thus it takes time so it is also a difficulty of planning.

Despite all difficulties, if planning is done carefully and properly implemented, it can give success to enterprise.



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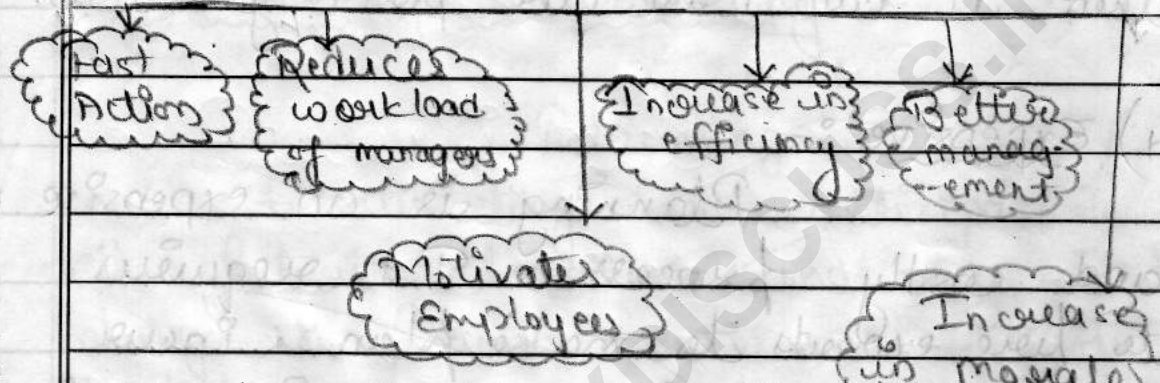
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[Ans-24] [02]

### Advantages of Decentralization



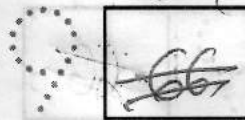
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\* Decentralisation is dispersal of authority in all levels of management. Its advantages are:-

1) Fast Action:-

In decentralization, each employee is given authority to take decision at his level, which reduces the time for taking decision.

2) Reduces workload:- Decentralization disperses the authority at all levels and hence it reduces the workload from managers.



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and make them to concentrate on important matters.

### 3) Motivates Employees :-

Providing the authority to employees motivates the employees as they feel that they are given importance in the organization and they work with full zest and zeal.

### 4) Increase in Efficiency :-

Motivated employees give their best to the organization and thus, it increases the efficiency of the organization.

On the other hand, it also increases the efficiency of workers and managers as well.

### 5) Better Management :-

As the authority



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is given to the employees, the managers of the business can now give their best and full concentration on some important matters. So, it helps in better management.

6) Increase in morale :-

Employees, when given authority, tries to reach the organization to success peak. They work with increased morale which is very beneficial for employees.

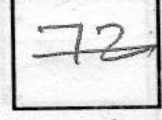
7) Human Development :-

It helps in developing the employees to take higher assignments and to make decision at their level.

All the above mentioned are some of the important benefits and advantages of decentralization.

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[Ans-25]

Consumer protection is the act of saving the consumers from evil and unfair trade practices.

Its importance are as follows:

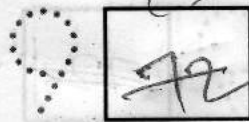
1) Ignorance of Consumers:-

In today's busy world, no one is having time to know about their rights and are only busy in their day-to-day work and their this ignorance makes them victim of the greedy producers. That's why consumer protection is important to protect them.

2) Illiterate Consumers:-

Many of the consumers are residing in villages and are illiterate, which gives the producer

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advantage to fool them. That's why consumer protection is necessary to safeguard them.

### 3) Unorganised Consumers:-

Many of the consumers in the society are unorganised, i.e., are of different caste, customs, religions etc. which leads to lack of consumer organization. Hence, consumer protection is important to safeguard their rights.

Safety from

### 4) Unfair Trade Practices:-

Consumer protection protects the consumers from the unfair trade practices like Blackmarketing, hoarding etc. Hence, it is important.



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5) Social responsibility :-

Consumer protection makes the seller to realise their social responsibility like providing goods at fair prices, not to do adulteration of goods, to stop unfair trade practices etc. Therefore, it is very importance.

6) Make Consumer Aware :-

Consumer protection makes the consumer <sup>aware</sup> about their rights, duties and responsibility etc. It play an important role in making the consumer aware.

All the mentioned above are the importance of Consumer protection.

Thanking You!



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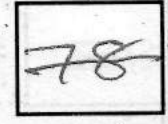
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