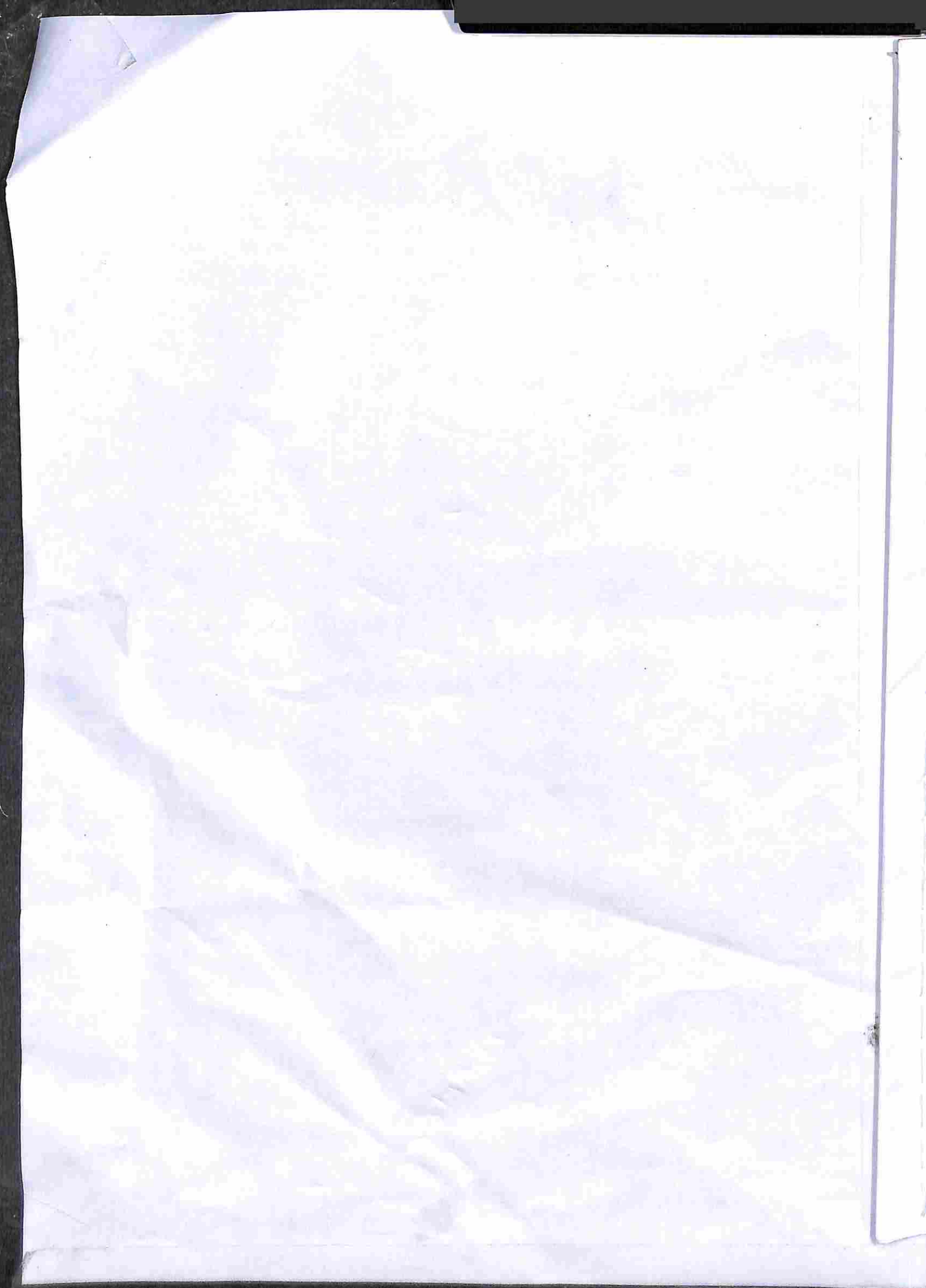




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कुल पृष्ठ संख्या-32 (कवर पेज सहित)

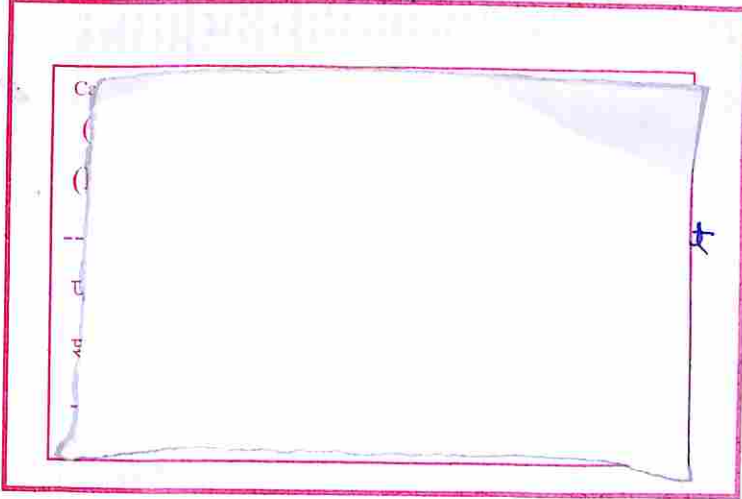
क्रम संख्या.....



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 09-04-2025

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	7
2	6	20	7
3	12	21	7
4	2	22	7
5	2	23	7
6	2	24	7
7	2	25	7
8	2	26	7
9	2	27	7
10	2	28	7
11	2	29	7
12	2	30	7
13	2	31	7
14	3	योग	80
15	3	प्राप्त अंको का कुल योग (Round off)	
16	3	अंकों में	शब्दों में
17	3	अंकों में	शब्दों में
18	4	अंकों में	शब्दों में

परीक्षक के हस्ताक्षर.....

संकेतांक

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

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, 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/अन्दर तथा प्रश्नोत्तर के किसी भी भाग में चाही गई सूचना के अलावा अपना नामांक, नाम, पता, फोन नम्बर अथवा पहचान की कोई अन्य प्रकार की सूचना आदि अंकित नहीं करें अन्यथा "अनुचित 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, कैलक्युलेटर, मोबाईल, पेजर आदि किसी भी प्रकार का इलेक्ट्रॉनिक उपकरण तथा किसी भी प्रकार का हथियार आदि ले जाना निषेध है।
 - (iv) वस्त्र, स्कूल, ज्योमेट्री बॉक्स पर कुछ भी न लिखकर लावें। टेबल के आस-पास कोई अनुचित 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 उत्तर 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 हैं। किसी भी प्रकार की त्रुटि/अन्तर/विरोधाभास होने पर हिन्दी भाषा के प्रश्न को ही सही माना जाये।

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"Section-A"

Que.1 MCQs ⇒

(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii)	(viii)	(ix)	(x)	(xi)	(xii)	(xiii)
B	A	A	B	A	B	B	D	A	C	B	B	A

(12)

(xiv)	(xv)	(xvi)	(xvii)	(xviii)
B	A	A	A	A

Que.2 fillups ⇒(i) State Government(ii) Universal(iii) financial Planning(iv) Motivation(v) Delegation (Authority)(vi) Management

(6)

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Ques Very short Answer

(i) The one example of Primary Packaging is a Biscuit packet or a Chocolate wrapper.

(ii) Principles of Management are flexible because they are easily change according to the situation. (81)

It can be Modified according to Situation.
They are Not a Rigid Statement.

(iii) "Motivation is a Complex Process"

Motivation is applicable on the Human being. and understanding of Human being is a complex process. It is very difficult to influence and making them strive to do work.

(iv) Informal organisation ⇒ It means there is a free flow of Information not in scalar chain. They do not follow Rules & Regulation.

It is Not created by Management.
It is Created by "chit-chatting" among Employees.



(v) Interest test $\Rightarrow$ It means that that to know about the Interest.

It basically means that The Interest another from the Job to know the Interest of Employee other than Job.

(vi) Debt - Equity Ratio $\Rightarrow$ $\frac{\text{Debt}}{\text{Equity}}$.

It is calculated when the debt is divided by equity. It is ideally "2:1". It is require to see the relation between debt to equity.

(vii) "Encoding" is the Process of communication that convert message into signal.

(viii) "Consumer Protection act 1986" Replaced by Consumer Protection act 2019

(ix) a one limitation of controlling is "External Affair"

a Organisation do not control on the Business Environment. And also on Govt. Policy. Which affect the Business Environment.



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(x) Budget $\Rightarrow$ It is a very Important ~~the~~ element ~~which~~ of planning. It is a statement that ~~refer~~ the firm ability to ~~Invest Money in it~~.

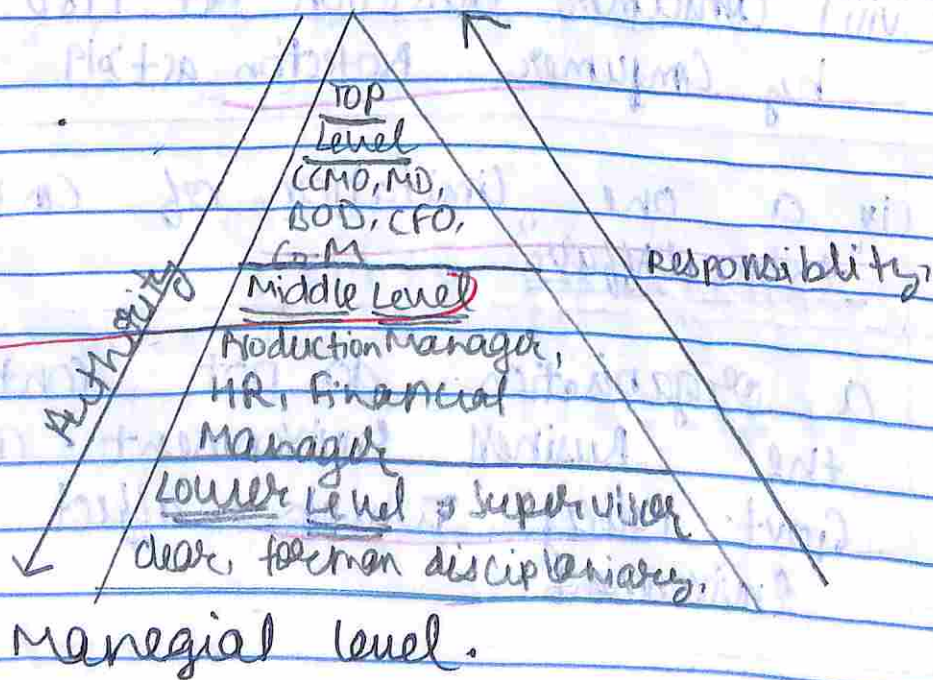
Budget is financial Plan of a Particular year that specify the firm ability to Expend

Cash Inflow - Cash Outflow $\Rightarrow$ Deficit / Surplus

(xi) "Business Environment are Dynamic in Nature"

It means the Business Environment is change according to the situation. It Influence by technological, social, legal, Political and Economic point of view. And Business don't have control on it.

(xii)



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"Section - D"Answer - 18ProductConsumer based
GoodsIndustrial
Goods.Consumer based Goods:On the basis of
Shopping effortOn the basis of
DurabilityConvenience -
ProductShopping
based goodsSpecial
Product

Durable

Non-Durable.

Service

Industrial GoodsMaterial and
Parts

Capital item

Supplies and
Business servicesInstallation

Equipment

Repair &

Maintenance item.

Operating
Supplies

Raw Material

Manufacture Part, Material

artificial

Natural

Component Part

Component
Material

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Product $\Rightarrow$ It simply means it is a commodity which satisfy our functional, social and Psychological needs. classified into two groups.

- 1) Consumer based
- 2) Industrial based.

Consumer based $\Rightarrow$ a goods which are used by Personal Needs and Non-Business Purpose.

Classified into two type.

- 1) Shopping based
- 2) Durability.

Shopping based $\Rightarrow$ a product which buy through go to Market and buy fastly or in a some time classified into three group.

- 1) Convenience
- 2) Shopping base.
- 3) Speciality.

1) convenience $\Rightarrow$ It means ^{NO} take time to buy a product ex Soap, toothpaste.

2) Shopping base $\Rightarrow$ It means takes time to buy like Jewellery, clothes etc.

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Speciality $\Rightarrow$ It means consumer travel to buy it. wait for years.
Ex Rare collection of shells etc.

On the basis of Durability.

1) Durable

2) Non Durable

3) Service.

1) Durable $\Rightarrow$ These product are used by few person. Ex Detergent, soap, toothpaste.
It is a heavily advertise market and less Margin.

2) Non Durable Product $\Rightarrow$ These product buys ones for a long period of time high margin use of Personal selling to buy it.
Ex = T.V, Microwave etc.

3) Service $\Rightarrow$ It means the service provided to as a product.

Industrial Product $\Rightarrow$ a product which is not for personal use,
It is for Business Purposes.

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classified into three type

- 1) Capital Item
- 2) ~~Manufa~~ Material and Parts
- 3) ~~Supplies and Business~~ Services

1) Capital Item ⇒ It means that the item is like for an installation or equipment

2) Material and Part ⇒ They are use as a raw material or component part or Material

3) Supplies and Business Services ⇒ It means the operating supplies or a Repair Item

4

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Answer-19

Investment Decision = It means that the Decision is a short term ~~or~~ long term.

Long term Decision are also called Capital budgeting decision. which require a huge amount. It affect the Profitability ~~or~~ do not wiggle out. They are irreversible decision.

Short term decision called working Capital decision. These affect the Profitability as well as liquidity.

There are some factor which affecting the Capital budgeting decision.

- 1) Cash flow of ~~pro~~ Project
- 2) Risk
- 3) Return.
- 4) Investment ~~criteria~~.



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Cash flow of Project when a company invest money so the company see that ~~the~~ certain cash flow ~~required~~ for over a period.

There should be the regular cash flow from the project.

Risk $\Rightarrow$ The Risk of a project is also associated with a cost. Company should prefer the Risk-Return combination for over a period of time.

Return $\Rightarrow$ Company should take a wise decision because Return should be always ahead of Inflation Rate that help the firm.

(4) Other Investment Criteria the company

should always considered different technique to take a decision.

Use different technique or approach to before taking any decision.



(Answer 20)

Principles of Directing $\Rightarrow$ There are four
Principle of Directing are as follow

- 1) Maximum Individual contribution
- 2) Harmony of Objective.
- 3) Use of Informal Organise group.
- 4) follow through

1) Maximum Individual Contribution $\Rightarrow$ Directing
Principle Instruct the Employee in a
way that an Employee use there
undertaking productivity. Contribute
Maximum as he can.

He/she contribute
Maximum to achieve the objective efficiently
or effectively.

2) Harmony of Objective $\Rightarrow$ There should be
harmony of Objective
because there are two group in
the Organisation first is Management
group and second is worker
group.



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In this Principle instruct that they work as a one part of an organisation so that Individual and organisation goal achieved.

3) Use of Informal Organisation

This Principle say that There are Informal group in the Organisation so there should be use of them.

Groups are used to flow Information fastly. and also help to convey the decision with them.

4) follow through It is very Important decision. It is not only to instruct the Employee there through should be checking the action of individual. to see the work and taking corrective action and Motivate, supervise the worker.

"Section - C"Answer - 14

The Importance of Planning are as follow:-

- 1) It Reduce Uncertainty.
- 2) It Reduce overlapping of work.
- 3) It set the standard for Controlling

1) It Reduce Uncertainty $\Rightarrow$ It means that the deciding in advance what to do and how to achieve them. It make a particular course of action. So it help the firm to reduce uncertainty and it also underlying every circumstance in it.

2) It Reduce overlapping of work $\Rightarrow$ In Planning decide a particular course of action. So there is no overlapping and also minimum wastage or spoilage of effort in the organisation.

3) It set the standard for Controlling
It set the standard so that in controlling match the actual performance with standard and

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3

Analyse deviation in it so that the
corrective measure take for it

(Answer-15)

The three External Source of Recruitment
are as follow:-

- 1) Direct Recruitment.
- 2) Advertisement.
- 3) Employment Exchange program.

1) Direct Recruitment - It simply means
that write the Notice on a
Board and take the Employee
for a week.

Basically they are unskill
workers on the daily wage base
it used to do work in the organization.

2) Advertisement - It is the simple process
used in the organization.
It is used via media, newspaper
etc. It is used to take a particular
post a Employee and also take a
skill worker.



Employee Exchange Program It means that the employee exchange in a Program. It is used mainly in Govt. to take the action so that goal achieved.

Answer-16

Differential Piece wage System technique

It means that the Employee are classify into efficient and Inefficient worker.

On the basis of there efficiency wages will be paid to Employee. There are certain measure use in it.

- 1) The wages paid more to efficient worker that help the other worker comes in efficiency.
- 2) The work is paid more also Motivate the inefficient worker.
- 3) There is also productivity linked with the wages.



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3

In this technique also help to improve overall productivity. This way help the individual to use a technique and individual goal fulfillment.

(Answer-17)

Decentralisation $\Rightarrow$ It means the flow of power from the top level Management to lower level Management. So the subordinate takes own decision. It saves the time of top level Management.

The fundamental step are as follow
(a) Quick decision.
(b) Better control
(c) Relief to top Management

(a) Quick decision $\Rightarrow$ In Decentralisation more power to subordinate so that the subordinate takes his their own decision. So there is no delay in decision and also save time of top-level Management.



2) Better Central $\Rightarrow$ If a firm give power to subordinate that Enhance the Status of Employee and also regulate the Matter and solve the Problem because He is a better Person to understand Problem.

3) Relief to top Management $\Rightarrow$ It means that the Relief of top Management and it also saves time and effort of Employee are use to solve Problem top level Management also use there time in high prioritize there work,

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"Section-B"Answer-4

The characteristic of Business Environment.

- (a) specific and general forces
- (b) Inter-Relatedness.

(a) Specific and general forces

It means that the specific forces like a customer, Investor, Manager which affect the Business Environment. General forces like the Business Environment Dimension which influences the general forces of Business.

- (b) Inter-Relatedness ⇒ It means that the Business Environment affect its operation as in India, as in U.S.A. There is a Relatedness in the all over world. Business Environment affect business.

"Answer-5"

"Controlling facilitating coordination in action" It is a Importance of controlling.

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Controlling also facilitate coordination because controller see that all activity perform as per plan and independent so the Controlling facilitate Coordination.

Controlling also help to coordinate the Employee as well as department to achieve the objective.

Answer 6

The two function of labelling are as follow:-

- 1) Describing the Content of the Product
- 2) Use as a Promotion technique.

1) Describing the content of the Product.
It means that the content of a product specify in its packet so that every individual know about product there is a Content, Price, Manufacturing date batch No. etc.

2) Used in Identification or Promotion =)

It is used in Identification or



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Promotion of Product. like Yellow
Packet for Maggi. and Green Packet
means days. also the Labelling of
Product like as Promotional tool like
5-star $\Rightarrow$ Eat 5 stars - do Nothing
Must Due $\Rightarrow$ Don't be cage teeth.

(Answer 7)

(a) Right to seek Redressal $\Rightarrow$ It simply
means the solve the Problem
of the ~~Employee~~ customer. and also
satisfy them with the solution.
for nothing and also satisfy
them.

(b) Right to Consumer Education $\Rightarrow$

It means that the consumer have
there full knowledge about
there right. so that No one do
anything unfavourable with the
employee.

There is also a consumer have
right to consumer education to
know about consumer right



Answer - 8

"Principle of Management are Universal"

It means that the Management are universal. They are use all over the world but they are not a Rigid statement. They are modified according to the situation of the certain condition.

(2) Principle are use in certain situation. So that they are universal. They are not a Rigid statement. They can change easily as per conditions.

Answer - 9

The two characteristics of Planning are as follow:-

- (2)
- 1) Planning is a futuristic
 - 2) Planning is a Mental Exercise

1) Planning is futuristic $\Rightarrow$ It is a futuristic because it decide the future course of action of the firm.



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It is a futuristic function because
Deciding in advance, what to do, how to
do, with whom is doing it.
It bridge the Gap where we are and
where we want to reach.

Planning is a Mental Exercise $\Rightarrow$ It is a
Mental exercise
because It basically judges the future
action. It also concluded the future
uncertainty it require a high
Prediction about future.

(Answer-10)

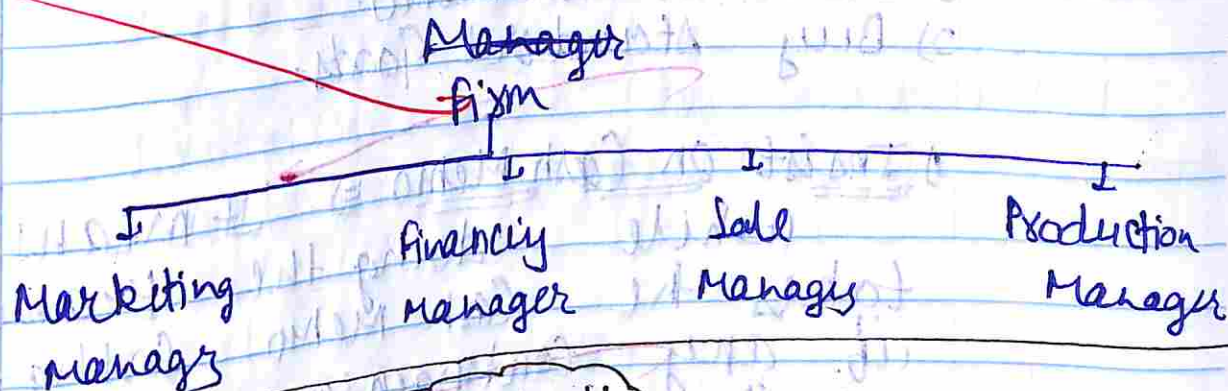
The two disadvantage of functional
structure are as follow:-

- 1) Less Emphasis on over all Objective
- 2) Suitability.

1) Less Emphasis on overall objective $\Rightarrow$ It is
less emphasis on overall objective
because in the functional department
lead to achieve their objective
and do not focus on overall
objective. The hindrance of organization
hindrance is possible there.



Suitability $\Rightarrow$ Here is the suitable for only large organisation which have diversified activity and require personal skill or specialisation.



Answer II

Financial Management $\Rightarrow$ It basically means the optimum utilization and procurement of money.

(2) Optimum utilization means return are in such a manner and add to the cost as well risk under control.

for Procurement of Money. There Risk is Minimum and less flotation cost that help the firm and avoid idle finance.

This function include Investment, Financial, and dividend decision and also take all these decision.

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Answer - 12

The two Responsibility of consumer are as follow:-

- 1) Insist on Cash Memo.
- 2) Buy Standard Goods.

1) Insist on Cash Memo $\Rightarrow$ It means while doing the transaction takes the Cash Memo so that if any ~~contingency~~ arise can easily claim compensation for that.

2) Buy Standard Goods $\Rightarrow$ It means that buy the goods which has a quality standard like ISI, HALLMARK etc.

Answer - 13

Principle of discipline $\Rightarrow$ It means that the Rules and Regulations are in the organisation followed by all. all the superior and subordinate work under discipline.

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B Discipline help the organization Resource use wise without wasting effort and Resource. The Rules and Regulation are same as Superior or Subordinate.

^{Principle}
The Division is given by Henry Fayol.
Discipline always require in the organization as well.

2) Advantage 1) Improve efficiency
2) followed Rules and Regulation.

Disadvantage

- 1) Rigid structure.
- 2) Don't Improve efficiency.

THE END (12th Bhi)



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