

कुल पृष्ठ संख्या=32 (केवर पेज सहित)

क्रम संख्या 1195400

# माध्यमिक शिक्षा बोर्ड, राजस्थान, अजमेर

उच्च माध्यमिक परीक्षा

(परीक्षार्थी द्वारा स्वयं भरा जाना चाहिये)

## 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                                   | 1          |
| 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                      | 2          | योग                                  | 80         |
| 15                      | 3          | प्राप्त अंकों का कुल योग (Round off) |            |
| 16                      | 3          | अंकों में                            | शब्दों में |
| 17                      | 3          | 80                                   | अस्सी      |
| 18                      | 44         |                                      |            |

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 04-03-2026

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

परीक्षक के हस्ताक्षर ..... संकेतांक 35899

प्रमाणित किया जाता है कि इस उत्तर पुस्तक के निर्माण में बोर्ड द्वारा प्रदत्त 58 जी.एस.एम. ईको मेपलिथो कागज ही उपयोग में लिया गया है। 179/2024

### 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 लाइन 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, केलक्यूलेटर, मोबाईल, पेजर आदि किसी भी प्रकार का इलेक्ट्रॉनिक उपकरण तथा किसी भी प्रकार का हथियार आदि ले जाना निषेध है।
  - (iv) वस्त्र, स्केल, ज्यामेट्री 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।

SECTION-A

1.

18

- (i) Planning (C) — (1)  
(ii) Long term (B) — (1)  
(iii) State commission (A) — (1)  
(iv) Creates a non-dynamic organisation (B) — (1)  
(v) Created by management (D) — (1)  
(vi) Orientation (C) — (1)  
(vii) Motivation (B) — (1)  
(viii) Packaging (D) — (1)  
(ix) Marketing concept (D) — (1)  
(x) Effective but not efficient (B) — (1)  
(xi) Peter Drucker (A) — (1)  
(xii) Staffing (C) — (1)  
(xiii) Planning (D) — (1)  
(xiv) Financial management (D) — (1)  
(xv) Goodwill (C) — (1)  
(xvi) Both statement are true (C) — (1)  
(xvii) Both A and B (C) — (1)  
(xviii) Right to equality (A) — (1)

2.

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- (i) Training — (1)  
(ii) Self Actualisation — (1)  
(iii) Current — (1)

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iv) corrective action (1)v) Fayol (1)vi) Buyer (1)

(12)

3.

(i) The concept of 'Mental revolution' is presented by Frederic Winslow Taylor. (1)

(ii) In 1991 India announce its new Industrial Policy. (1)

(iii) In planning one best alternative is to be chosen out of various available alternative for doing a task, therefore, planning involves decision making. (1)

(iv) Decentralisation leads to delegation of authority to the lowest level so most of the decision are made by the manager who are close to the problem, therefore, it provide relief to top management. (1)

(v) Training is needed to increase the knowledge and skill of the employee for doing a particular job effectively and efficiently. (1)

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(vi) Positive motivation refers to stimulating employee or individual to work by giving positive appreciation, recognition, extra pay, etc. (1)

(vii) The Bureau of India Standards Hallmark indicates the quality of jewellery. (1)

(viii) The main objective of controlling is judging the accuracy of standards set. It means measuring the actual performance with the set standards and analysing the deviation. (1)

(ix) Qualities of a good leader -

- A good leader should have the ability to influence others.
- A good leader should maintain inter-relationship with its followers. (1)

(x) Brand name refers to the part of the brands which can be spoken.

for example - Pepsico, Coca cola, Vim etc. (1)

P.T.O. →

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xi) Advertising undermines social values and influences the consumer to buy the product. Its startling method of presenting the product attracts costumers.

xii) Under the consumer Protection Act, an individual, a group of individual, central or state government, consumer organisation can, legal hier, parents or legal hier in case of minor can file the complaint in the case good fall short of expectation.

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### SECTION-B

4. Management is complex in nature and has multi-dimension as it deals with the management of work, people and operation.

- (i) Management of work - It involves management of activities to accomplish the goal.
- (ii) Management of people - It involves management of human resources of the organisation.

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(iii) Management of operation - It involves managing operational work that is input used and output produced.

5. Business environment refers to the forces that are outside the business organization but may equally affect the business's operation.

- ②
- It have some general forces like social environment, political environment, economical environment etc.
  - It have some specific forces like customer, competitions, government, etc.

6. Two external factors over which an enterprise have no control are -

- ②
- (i) change in government policy like increase in Tax rate.
  - (ii) change in economic policy like increase in inflation interest rates.

7.

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7. Difference between production concept and product concept

| Basis       | Production concept          | Product concept                      |
|-------------|-----------------------------|--------------------------------------|
|             | Quantity of product         | Quality of product                   |
| (i) focus   | Quantity of product         | Quality of product                   |
| (ii) Motive | Earning by large production | Earning by providing quality Product |

8. Two reliefs available to consumer under the consumer Protection Act are—

- Removal of flaws of goods.
- Replacement of new product in the place of defective product.

9. If my friend is not satisfied with the order of the State commission,

P.T.O. →



(2) then I would suggest him to appeal to the National Commission against the order within 30 days after has made.

This is because National Commission is above the State Commission in three-tier redressal agencies for <sup>getting</sup> relief.

10. "Individual interest must be subordinated or sacrificed for the general interest", this principle refers to as Subordination of Individual interest to general interest given by Fayol.

- (2)
- It means the interest of an individual can be sacrificed for the interest of general.
  - for example - if an individual <sup>demand</sup> high salary, the other employee will demand so and cost of the company will increase leading to reduced profit which affect the stakeholders so demand should be sacrificed.

11. The first four steps in the planning process shown with diagram as follows -

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### Process of Planning -

(2)

Setting Objective



Developing Premises

Identifying alternatives  
courses of action

Evaluating alternatives

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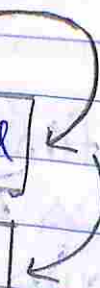
12. Departmentalisation is the delegation of authority to the lowest level of management.

### Delegation of Authority

Top level

Middle level

Lower level





- It provide more autonomy to the different level of manager in decision making.
- It provides relief to the top management.
- Develops managerial talent for future.

13. Net working capital is the net current assets available for fulfilling the day-to-day financial needs of the organisation.

It is the difference between the current assets and current liability or the excess of current assets over current liability.

$$\text{Net working capital} = \text{Current Assets} - \text{Current Liabilities}$$

### SECTION-C

14. OR

The main limitations of planning are as follows—

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- (i) Planning does not work in dynamic condition - Businesses are exposed to environment that remains constantly changing. It is difficult to predict the changes of futures. Therefore the plan for certain goal specified for certain time does not work in that condition.
- (ii) Planning leads to rigidity - Once the plan is made by the top management there is very little scope for its changes in future. The other level managers are not allowed to change the plan, this leads to rigidity.
- (iii) Planning reduces creativity - Planning is creative activity for top level of management but generally the other level of management are allowed to just follow the plan. They are not appreciated for their ideas, this leads to reduction in their creativity.

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15. Steps involved in the process of organisation are as follows—

(i) Identification and division of work —

The first step is to identify the various work to be done for achieving the goal and then divide it into small manageable units.

(ii) Departmentalisation — The next step is to group the small manageable job of similar nature. The grouping is called as departmentalisation and this leads to specialisation.

(iii) Assignment of duties — Once the department is made of different function then, the next step is to assign the job of the for the different work and different position.

(iv) Establishing authority and reporting relationship — The next step is to establish authority and reporting relationship between superior and subordinates which leads to creation of different levels in the organisation.

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16. OR

The phrase 'water, water everywhere and not a drop to drink' in the context of staffing process can be understood as follows-

- The phrase that world has  $2/3^{\text{rd}}$  volume of water but only little to drink suggest that there are a lot of people available for work but only few are best for certain job.
- The best candidate is to be selected out of the pool of the prospective candidate applying for job.
- Selection involves various types of tests, interview and reference and background check for getting the suitable candidate fit for the job.
- The best candidate selection is crucial for the organisation for improving efficiency and accomplishment of goal of the organisation.

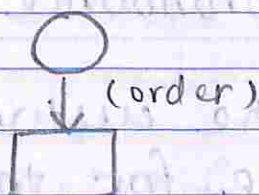


17(ii) Unity of command - Unity of command is the administrative principle given by Henry Fayol. It means that there should be <sup>only</sup> one superior commanding a subordinate.

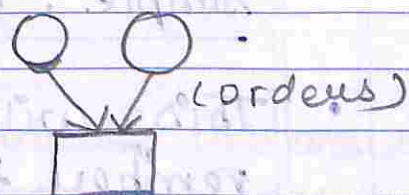
- The individual or subordinate would get order from one superior only and report to him only.
- It is done to maintain peace instead of chaos, confusion, etc.

○ → Superior

□ → Subordinate



(Right approach)



(Wrong approach)

(iii) Unity of direction - This law is one of the administrative principle given by Henry Fayol. It means that each group of activity performed, should having similar objective should one head and one goal or plan.

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- The aim is to reduce the overlapping of work and increase coordination.
- This focus on the overall development of the organisational activities.
- It helps to promote cooperation and coordination.

### SECTION-D

18. The characteristics of a good brand name suggested by me are as follows-

- (i) A brand name should be short, simple, easy to pronounce and spell.
- This will help the customer to easily remember the name for the long time and recognise the brand for the several other times. Ex - Rin, Vim, etc.
- (ii) A good brand is one having staying powers for the long-period or generation after generation.
- It means it should not be outdated and seems to old old.



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- If the brand does not fit the society then people will not demand for that particular product.

Example - Amazon, Nestle, etc.

(iii) A brand name should be distinctive -

It means the brand name does not match with the competitors or any other company brand name.

- The distinctive name would help to create product differentiation.
- Product and its brand identification would become possible.
- If the brand name is not distinctive, it will create confusion among buyers.

(iv) A brand name should be able to registered legally.

- The name which is not legally registerable will loose the customer confidence.
- For long-term growth, it should be legally registered.

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19.

OR

factors affecting the fixed capital requirement -

(A) Nature of business - The nature of business affects the fixed capital requirement. If the company is manufacturing company, then it will need more fixed capital.

• If it is service company then, it would need less fixed capital.

(B) Scale of operation - Scale of operation that is large or small will affect the fixed capital requirement of a company.

• If there is large scale of operation, then fixed capital requirement is more.

• If the scale of operation is small, then fixed capital requirement would be less.

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(C) Growth prospects - The fixed capital requirement of a company depends upon its growth prospects.

- If the company is willing and planning to grow, then it would need more capital.
- And, if not then there will be less requirement.

(D) Choice of technique - choice of technique that is capital or labour intensive affects the fixed capital requirement.

- Capital intensive - If the business uses more capital and less labour, then fixed capital requirement will be more.
- Labour intensive - If the business uses less capital and more labour, then the requirement will be less.

P.T.O. →

Incentives is considered as a factor for motivating employee in the organisation to work. It is the appreciation of the work of the employee and stimulates him to work more. It is of two types-

- (i) Financial incentives - The incentives which provided by cash or cash related.
- (a) Pay and allowances - The incentives in the form of pay like salary, wages and in the form of allowances like daily allowance, dearness allowance, etc are provided to employee.
- (b) Productivity link wage systems - This incentives refers to paying in relation to set standards of productivity.
- If the worker achieves the standard, he will be paid more.

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- If a worker not able to achieve the standards then he will be paid less.

(ii) Non-financial incentives - Incentives other than cash & cash-equivalent like social, emotional, etc. benefits are called as non-financial incentives.

(a) Organisational climate - It refers to the environment of the organisation which differentiate one organisation from another.

- The better environment having greenery, free friendly behavior of superiors, freedom, etc. performs a good incentive.

(b) Employee participation - The involvement of employee in decision making will encourage his satisfaction and give a sense of belongingness to the company.

- It is done through joint management committee, work committee & canteen committee.

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~~The End~~

## SECTION-B

12. Departmentalisation refers to grouping of job of similar nature, based on similar functions under different departments, it leads to specialisation.
- Jobs of similar nature are grouped under one department.

~~The End~~

[Sorry for the inconvenience]  
Respected Teacher!

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परीक्षक द्वारा  
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