



APEEJAY SVRAN GLOBAL SCHOOL
SESSION-2020-21
TERM-I END EXAMINATION
SUBJECT- BUSINESS STUDIES
CLASS- XII COMMERCE

Name - _____
Date - _____

M.M: 40
Duration: 1.5 Hrs.

Q1. Ankita is engaged in manufacturing chocolates and biscuits by using environmental friendly methods of production .Which management objective is used here ? (1)

Q2. In one of the principles of scientific management ,Taylor emphasizes that there should be equal division of work and responsibility between workers and management and management should work almost side by side with workers helping them. Identify the principle. (1)

Q3. Shift of youth in India towards packed food, online buying is part of:

- | | |
|--------------------------|----------------------------------|
| A) Political Environment | B) Economic environment |
| C) Legal Environment | D) Technological Environment (1) |

Q4. “Planning cannot for see everything and thus, there may be obstacles to effective planning” Which limitation of planning is highlighted in the statement. (1)

Q5. A company has its registered office in Delhi, Manufacturing unit at Gurgaon and marketing and sales Department at Faridabad. The company manufactures the consumer products. Which type of organisational structure the company should adopt to achieve its target? (1)

Q6. An Accountant is sent to learn the new software for accounting to prepare the books of accounts faster and accurately .He was further sent to orientation to improve the motivational and conceptual skills. Identify the two concepts discussed above by quoting lines. (1)

Q7. How is workload analysis different from workforce analysis? (1)

Q8. Saloni intends to start an enterprise that produce chocolates .Initially in order to assess the taste and preferences of the people about chocolates, she use social media and online surveys .There after she prepared a detailed SWOT analysis of her enterprise to devise a strategy that will give her an edge over competitor .Based on her analyses of the market, she planned another segment of chocolate called “DESI DELIGHT”. She planned to fix up the price of chocolate relatively lower in beginning and increasing later on when demand pricks. Identify the element of marketing mix being discussed in above Para. (1)

Q9. Define organizing as a process. Enumerate the step in the process of Organizing. (3)

Q10. JTM ltd. lunched ‘BUDDYLINE’ an exercise book and comprehensive stationery, Brand name comprising of ball pens, gel pens and geometry boxes after identifying the target market and understanding the needs and wants of the consumer of that market .All their products were of good qualities and eco friendly but

expensive. They wanted to distinguish their product from that of their competitors. They spent lot of efforts, time and money creating the brand name, as they knew that without a brand name, they can only create awareness for the generic product and can never be sure of the sales of the products. The efforts paid off and the demand for the products started growing .The customers liked the brand and become habitual to it .They did not mind paying the higher price. Over a period of time, it becomes a status to buy ‘Buddyline’ brand because of its quality. The consumer felt pride in using them.

a) Identify the marketing management philosophy followed by JTM ltd.

b) Explain the advantages of branding to the marketers highlighted in the above case. (3)

Q11. B Ltd. wants modify its existing product, DVD player in the market due to decreasing sales. State any two functions of each level of management to give effect to this decision of the company (4)

Q12. In a formal organisation, a worker cannot directly contact the CEO of the company. If at all he has to, then all the formal levels, i.e. foreman, superintendent, manager, director, etc have to know about the matter. However, in an emergency it can be possible that a worker can contact CEO directly.

a) Identify and state the principle of management highlighted above.

b) State the device that can be used when in an emergency a worker can contact CEO directly. (5)

Q13. The workers of vyam Ltd. are unable to work on new and hi-tech machines imported by the company to fulfill the increased demand. Therefore, the workers are seeking extra guidance from the supervisors. The supervisor is overburdened with the frequent calls of workers. Suggest how the supervisor, by increasing the skills and knowledge of workers, can make them handle their work independently? Also state any three benefits that the workers will derive by the decision of the supervisor. (5)

Q14. No Enterprise can achieve its objectives without systematic planning’. Do you agree with this statement? Give any reasons in support of your answer. (6)

Q15. Define the staffing process and various steps involved to it. (6)