

Apeejay School, Saket
Class-XII
Business Studies

Time Allowed: 3 hours

Max. Marks: 80

General Instructions:

- (i) This Question paper contains five Sections : A, B, C, D and E
- (ii) Question numbers 1 to 20 of section A are Objective Type Questions including Multiple Choice Questions, Fill in the Blanks, True/False and Very Short Answer Questions carrying one mark each.
- (iii) Section B contains questions 21 to 25 carrying three marks each. Answers to these questions may be given in 50 - 75 words.
- (iv) Section C contains questions 26 to 28 carrying four marks each. Answers to these questions may be given in about 120 words.
- (v) Section D contains questions 29 to 31 carrying five marks each. Answers to these questions may be given in about 150 words.
- (vi) Section E contains questions 32 to 34 carrying six marks each. Answers to these questions may be given in about 200 words.
- (vii) There is no over-all choice in the question paper, however an internal choice has been provided in 1 question of three marks, 1 question of four marks, 2 questions of five marks and 2 questions of six marks. You have to attempt only one of the choices in such questions.

Section - A

Choose and write the correct option in the following questions.

1. How does a manager want to achieve his objectives? 1
 (a) Efficiently (b) Effectively
 (c) Efficiently and effectively (d) None of these
2. Which organisation structure is consciously or deliberately established? 1
 (a) Formal (b) Informal (c) Both (a) and (b) (d) None of these
3. _____ is included under directing. 1
 (a) Planning (b) Organising (c) Supervision (d) Staffing
4. Current assets are those assets which get converted into cash. 1
 (a) Within six months (b) Within one year
 (c) Between one and three years (d) Between three and five years
5. Which of the following is the example of a tube of Shaving Cream? 1
 (a) Primary Packaging (b) Secondary Packaging
 (c) Transport Packaging (d) None of the above

Fill in the blanks.

6. Management is a process because it has _____ in a sequence. (Three Levels/Five Functions) 1
7. In the _____ structure, the expenditure is more due to the Duplication of Activities. (Functional/Divisional) 1
8. Self-direction is an important feature of _____ leadership style. (Free rein/Democratic) 1
9. _____ is called the hedge financing. (Commercial paper/Certificate of deposit) 1
10. The co-operation of people to a business is got through _____. (Public Relations/Advertisement) 1

Write 'T' for True and 'F' for false statement.

11. The development of the principles of management is considered science and their application, an art. (True/False) 1
12. The birth of authority takes place due to Formal Relations. (True/False) 1
13. The process of communication gets completed only when the receiver understands the message. (True/False) 1
14. The societal marketing concept focuses its attention on both the consumer satisfaction and social welfare. (True/False) 1
15. In the State Commission the complaints regarding the disputes related to the amount of more than ₹ 20 Lacs and upto ₹ 1 crore are resolved. (True/False) 1

Answer the following questions in one word or one sentence.

16. What is demeritisation? 1
17. What is meant by Lay-off? 1
18. Identify the decision taken in financial management which affects the liquidity as well as the profitability of business. 1
19. What is Brand Mark? 1
20. What is meant by 'Right to be informed' to the consumer? 1

Section - B

21. Mr Anul Khan passed His B.Sc. (Non-medical) examination in the year 2014. After this he successfully ran the business of his father. Suddenly, he thought of seeking employment. He got the job of a finance manager in a company on the basis of his knowledge, experience and proficiency. He is doing his job successfully.
 - (i) Now tell is the appointment of Mr Khan as a manager valid? 3
 - (ii) Was not it necessary for him to do M.B.A. or some other course for this job? 3
22. Rahul, the director of a garments company, is planning to manufacture bags for the utilisation of waste materials of one of his garments unit. He decided that this manufacturing unit will be set up in a rural area of Orissa where people have very less job opportunities and labour is available at very low rate. He also thought of giving equal opportunities to men and women. Identify and state the next two steps that Sahil has to follow in the staffing process after selecting the above heads. 3
23. Michel John is a sole proprietor in Nicobar. He has started trade after getting M.B.A degree. He is fully familiar with all the functions of management. He starts his business with the planning function of management. He desires that all his activities should conform to planning. To this effect, he has adopted a system that keeps a constant watch on all activities of the business. Consequently, there is zero possibility of adverse results. It can, therefore, be said that this method is directly related to the results. Mr John also believes that this method applies not only to any one level of management but to all the levels as well.

- (a) Identify the function of management referred to in the addressed paragraph.
 (b) Describe the above mentioned two features of the functions of management as identified under point (a) above. 3
24. The Return on Investment (ROI) of a company ranges between 10-12% for the past three years. To finance its future fixed capital needs, it has the following options for borrowing debt:
Option 'A' : Rate of interest 9%
Option 'B' : Rate of interest 13%
 Which source of debt, 'Option A' or 'Option B', is better? Give reason in support of your answer. Also state the concept being used in taking the decision. 3
25. What is meant by product concept of marketing?
 OR
 State any three responsibilities that a consumer must keep in mind while purchasing gold jewelry. 3

Section - C

26. Three groups of employees of 'Gama Limited' are working at different posts. The first group of employees is responsible for the welfare and survival of the organisation. In order to discharge its responsibility properly, this group continuously keeps a watch over the Business Environment. With a view to coping with the changes going on in the Business Environment, this group immediately discusses the change to be brought about in the company's plans.
 The second group of employees is responsible for maintaining quality and safety standards, and minimising wastages.
 The responsibility of third group of employees is to explain the policies decided by the top management and developing the feeling of cooperation among all the departments of the company.
 (a) Identify the concept of management described in the paragraphs given above.
 (b) Identify the three types of the concept identified in 'a' by quoting the relevant lines. 4
27. State any four characteristics of motivation.
 OR
 "All managers are leaders, but all leaders are not managers." Do you agree with this statement? Give any three reasons in support of your answer. 4
28. These days, the development of a country is also judged by its system of transferring finance from the sector where it is in surplus to the sector where it is needed most. To give strength to the economy, SEBI is undertaking measures to develop the capital market. In addition to this there is another market in which unsecured and short-term debt instruments are actively traded everyday. These markets together help the savers and investors in directing the available funds into their most productive investment opportunity.
 (a) Name the function being performed by the market in the above case.
 (b) Also, explain briefly three other functions performed by this market. 4

Section - D

29. What is the principle of 'scalar chain'? Explain briefly the utility of 'gang plank' with the help of a diagram.
 OR
 Explain the principles of Scientific Management given by Taylor. 5
30. Having transformed 2500 Kirana stores across eight cities in to virtual super markets, the start up Quick Bizz further decided in advance to collaborate with 15,000-20,000 store owners in top 30 cities of the country by the end of this year. The company has set its eye on digitizing

over 1,00,000 kirana stores over next 18-24 months. (A). Identify and explain the step in the process of one of the functions of management discussed above. (B). Also explain the last step to be performed by Quick Bizz as part of the process. 5

31. 'Wealth Maximisation' is an important objective of financial management. Explain briefly. 5

OR

Explain the various money market instruments. 5

Section - E

32. Ashutosh, Kamal and Ruby are three friends. Ashutosh has completed his studies in MBA, Kamal has done Engineering and Ruby has completed his studies in Fashion Designing. Now all of them wanted to start a business together. After surveying the market, they decided to start the business of making Designer Ladies' Suits. Now the main question before them was to determine the activities to be performed in the business and set up the departments. All the three of them prepared the list of following activities together.

- | | |
|--------------------------|------------------------------------|
| (i) Purchasing the cloth | (ii) Purchasing the other Material |
| (iii) Production | (iv) Stocking the Goods |
| (v) Production Research | (vi) Advertisement |
| (vii) Sale | (viii) Financial Arrangement |
| (ix) Correspondence | (x) Arrangement of Employees |

They decided to group all the ten activities and divide them into five departments. These departments are: Purchase Department, Production Department, Finance Department, and Personnel Department.

- (a) Identify the function of management described in the above paragraphs.
(b) Quote the lines with the help of which you answered the question (a).
(c) Identify the activities included in each of the departments. 5
33. Explain the steps in the process of selection of employees.

OR

What is meant by 'Non-monetary Incentives'? State any five of non-monetary incentives which contribute to the performance of employees. 6

34. Reena purchased one litre of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated.

State any six reliefs available to Reena, if she complains and the consumer court is satisfied about the genuineness of the complaint.

OR

Explain four important elements of marketing mix. 6

