



ROLL NO.	
NAME	
CLASS & SECTION	

APEEJAY COMMON PRE-BOARD EXAMINATION, 2019-20

09

CLASS-XII

BUSINESS STUDIES (CODE 054)

Time allowed : 3 hrs.

Maximum Marks : 80

General Instructions :

- (i) Read the question paper carefully.
- (ii) This question paper contains five sections : A,B,C,D and E.
- (iii) Section : A contains questions 1-20 carrying one mark each. Answer to these questions may be given in one word or a sentence.
- (iv) Section : B contains question 21-25 carrying three marks each. Answer to these questions may be in 50- 75 words.
- (v) Section : C contains question 26-28 carrying four marks each. Answer to these questions may be in about 120 words.
- (vi) Section : D contains question 29-31 carrying five marks each. Answer to these questions may be in about 150 words.
- (vii) Section : E contains question 32-34 carrying six marks each. Answer to these questions may be in about 200 words.

(SECTION : A)

1. Mr Abeer sahiya is a production manager in Nidhi Automobiles Ltd. The board of Directors of the company has fixed a target of producing 5,000 units in a month at a cost of Rs 1000 per unit . Abeer was able to achieve the target of production but at a cost of Rs 1200 per unit, Abeer as a production manager is \_\_\_\_\_ . (1)
  - (a) efficient
  - (b) effective
  - (c) effective but not efficient
  - (d) efficient but not effective
2. Principles of management are not : (1)
  - (a) Applicable only in large firms
  - (b) Formed by practice and experience of managers

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- (c) Flexible
- (d) Contingent

3. The role of \_\_\_\_\_ in functional foremanship is to lay down the sequence of operations and to instruct the workers concerned about it. (1)
- (a) Time and cost clerk
  - (b) Instruction card clerk
  - (c) Discipline clerk
  - (d) Route clerk
4. Vanni Electronics Ltd. has set an objective to increase its sales by 25%. Before finding out the best alternatives to achieve this objective Vanni Electronics studies the expected environment and lists various assumptions. \_\_\_\_\_ is the step of planning process highlighted in the above lines. (1)
5. The Govt. of India has recently come up with an amendment in Companies Act 2013 regarding corporate social responsibility. It is a dimension of \_\_\_\_\_ environment. (1)
- (a) Economic
  - (b) Political
  - (c) Legal
  - (d) Social
6. Ekta Ltd. is a manufacturer of electronics goods in Delhi. To facilitate specialisation, Vikrant the CEO of the company decided to group various items. While doing so Vikrant has performed a step of organizing process which is known as \_\_\_\_\_. (1)
7. Nisha was working as a Human Resource Manager in a famous consultancy firm, KLI Global Services, her job included preparing job descriptions, recruitment, developing compensation and incentive plans and facilitating employee learning. They had entered into alliance with institute to ensure continuous learning of their employees. With the jobs becoming more and more complex, KLI Global Services invested large amount of money in making the employees learn the skills necessary to complete the jobs. Identify the concept adopted by KLI Global Services. (1)
- (a) Recruitment
  - (b) Selection
  - (c) Training
  - (d) Induction
8. \_\_\_\_\_ leadership style encourages delegation of authority and reduces dependence of subordinates on the leader. (1)
9. Kamal is working as a gang boss in the assembly unit of 'Sokia Ltd.' a laptop manufacturing company. He supervises the work of ten trained workers who perform the various activities related to the assembly of the laptops. One day when he was supervising the work of his workers, he told Ashok, a worker that his work could be improved. Ashok interpreted the comments of Kamal as that his work was not good. Identify the type of barrier to effective communication in this case. (1)



16. Which of the following statement is incorrect?
- (a) Marketing and Selling are two different terms.
  - (b) Marketing is the social process.
  - (c) A consumer purchases a product only if it is perceived to give greater benefit or value for money.
  - (d) Marketing activities start with the development of a product. (1)
17. .... is an impersonal form of communication by a marketer to promote some good or service. (1)
- (a) Personal selling
  - (b) Advertising
  - (c) Packaging
  - (d) Labelling
18. 'Pushpanjali Ltd. is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh the marketing manager of the company got a survey conducted to find out the reasons. The findings of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of 'Pushpanjali limited' again and again because of its good quality, but they were not able to identify its products in the market. Because of this the sales of the company could not pick up resulting in adequate profits. Saurabh the marketing manager now realized that Pushpanjali limited had forgotten to make one of the most important decisions related to the product.
- \_\_\_\_\_ is the decision which Pushpanjali Ltd. should take so that its customers are able to identify it product in the market. (1)
- (a) Branding
  - (b) labeling
  - (c) packaging
  - (d) None of these
19. Mr. Guarav, as a consumer, has suffered physical injury due to a defective electric machine. He spent Rs 10,000 on medical treatment. He approaches the District Forum to seek a claim of Rs 50,000 as a compensation. His advocate Niti assures him that he would get the compensation of Rs 50,000. (True or False with reason) (1)
20. A case filed in state commission, can be re appealed in :
- (a) National Commission and then to Supreme Court
  - (b) Supreme Court
  - (c) Nowhere
  - (d) National Commission only (1)

## SECTION-B

21. Mr. Piyush is a senior accountant in a departmental undertaking. He is a very conscientious worker and likes to complete work assigned to him by himself. He does not like to share his work or take help from his colleagues and subordinates.

Sometimes he gets overburdened with handling so many different problems due to that he misses the deadlines and then has to carry work home. This adds to his stress levels and dissatisfaction, many times Mr. Piyush is pulled up by his seniors for not completing his work well on time. (3)

(a) Identify and state the concept of management that is being violated here.

(b) Briefly explain any two points of importance of the concept identified in (a) above.

22. Ashutosh Goenka was working in Axe Ltd., a manufacturing air purifiers. He found that the profits had started declining from the last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reason for this decline.

(a) Identify the level of management at which Ashutosh Goenka was working.

(b) State any other two functions being performed by Ashutosh Goenka. (3)

OR

XYZ Power Ltd. set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in the rural areas. The revenue earned by the company was sufficient to cover the costs and the risks. The demand of lanterns was increasing day by day, so the company decided to increase production to generate higher sales. For this they decided to employ people from the nearby areas. The company also decided to open school for its employees.

Identify and explain the objectives of management discussed in the above para.

23. Banwari Lal is a cloth merchant in Karol Bagh. His grandsons are requesting him to let them diversify the business into bridal wear. Banwari Lal has agreed but on the condition that they will follow the function of management he has always followed, which helps an organisation keeping track of the progress of activities and ensures that the activities conform to the standards set in advance so that the organisational goals are achieved. Name the function of management which Banwari Lal is asking his grandsons to follow. List any two reasons why it is considered an indispensable function of management. (3)

24. Radhika was a student of Business Studies of Class XII. Her father was a farmer who grew different varieties of rice and was well-versed about various aspects of rice cultivation. He was also selected by the government for a pilot-project on rice cultivation. As a

project-work in Business Studies she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use internet to gather customers' views and opinions. She found that there was a huge demand for packaged organic rice. She knew that there were no pre-determined specifications in case of rice because of which it would be, difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into three different varieties namely—Popular, Classic and Supreme, based on the quality. She felt that these names would help her in product differentiation.

Explain the three function of marketing, with reference to the above paragraph. (3)

25. On her sister's wedding, Radha decided to gift her gold earrings. When she shared her plan with her husband, he showed her an article in the daily National Newspaper under the heading "Jago Grahak Jago." The campaign included details about the various aspects that people must consider before buying any gold jewellery.

(a) Why do you think campaigns like "Jago Grahak Jago" are inserted in the newspaper?

(b) Name the right of consumer being fulfilled through this initiative of the government.

(c) State any two responsibilities that Radha must discharge as an aware consumer while buying her sister's wedding gift. (3)

(SECTION : C)

26. Mahinder Agro Ltd started a new venture for distribution of harmful chemicals fertilizers free vegetables. They conducted a survey to find consumer preferences for such vegetables. They found that most of the consumers were concerned about the harmful chemicals being used in growing the vegetables. They found out that 90% of the household were searching for alternatives. The company contacted a group of agriculture experts to lay down the procedure for growing the vegetables by the farmers. They decided to train the farmers in new technology to grow chemical free vegetables through which farmers would be able to create an abundant and lasting harvest.

Identify and explain the two dimensions of business environment highlighted in the above para. (4)

27. Rohit joins as a Head Librarian of a newly constructed Medical College in Pune. A team of four librarians is placed under him for the smooth functioning of the library. Besides, he has been assigned eight people as support service staff. On the second day of his joining, he is told to get a shipment of new books unloaded, stock the bookshelves, and then get all the waste (packaging, paper etc.) disposed of within a week's time. In order to ensure the orderliness and the speed in the process of setting up of the library, he makes each of the four librarians in charge of different sections. Keeping in mind the competence and experience he decided to give them more authority so that they can make autonomous plans and assume the responsibility for effective implementation of the decisions.

In context of the above case :

- (a) Identify and explain the concept used by Rohit keeping in mind the competencies and experience of the Other librarians.
  - (b) Describe briefly any three advantages of using the concept as identified in part (a) of the question. (4)
28. Identify and explain the marketing management philosophy which implies that products and services are bought not merely because of their quality or brand name, but because they satisfy a specific need of the consumer. (4)

**OR**

“The elements of marketing mix are popularly known as 4Ps of marketing.” Explain briefly these elements of marketing mix.

**(SECTION : D)**

29. Name and explain with suitable example the techniques of Scientific Management given by Taylor, with the objectives of determining the number of workers to be employed for a task.

**OR**

Name and explain with suitable example the technique of Scientific Management given by Taylor to differentiate between the efficient and inefficient workers. (5)

30. Mr Vinod chairman of ‘Vinod Constructions’ company is involved in constructing residential flats in Ludhiana. Recently, he has got contract of constructing 500 flats for which payment will be received in installments from customers. To conduct a meeting with his architects, interior decorators, staff and labour contractors like Mason, Electrician, plumber etc. He gives the goal of constructing 500 flats within a year. After looking at disaster created by Nepal earthquake, he instructed his architect to make arrangements for earthquake resistance building. Different departments were created for different nature of work and work was divided in such a way that it help in avoiding confusion and misunderstanding. During summer season lot of labour moves back from cities to their native places/ villages due to harvest season, so provision of this should also be taken care of. Sometimes, as per the situation, managers have to choose among various alternative course of action. The managers are given the target of completing at least 10% of work every month and actual work done will be compared with target and necessary action would be taken if deviation would be found there.

Explain briefly by quoting lines from the given paragraph linked to the various importance of planning as a function of management. (any five) (5)

31. “Tata International Ltd. earned a net profit of Rs 50 crores. Ankit, the finance manager

wants to decide how to appropriate these profits. Identify the decision that Ankit will have to take and also discuss any four factors which help him in taking this decision. (5)

**OR**

What is meant by capital structure of a company? Explain any four factors affecting the choice of capital structure.

**(SECTION : E)**

32. Ali Mohammad the CEO of Super Ltd believes that human resource is the most important asset of the firm. He believes that no organisation can be successful unless it can fill and keep filled the various position provided for in the structure with the right kind of people. Identify the function of management being discussed above and briefly explain the benefits to the organization that its proper application in the firm will ensure. (6)
33. To satisfy the social and psychological needs which type of incentives are needed ? Explain any five such incentives.

**OR**

What is the meaning of Directing ? Briefly explain any five points of importance of Directing as a function of management. (6)

34. Nidhi Ltd. is a large and credit-worthy company manufacturing air conditioners and refrigerators. Now, it proposes to export these items to other countries. For this purpose, it requires long term finance by floating new issues in the primary market. Explain briefly the methods of floating new issues of equity shares in the primary market .

**OR**

The Bombay Stock Exchange(BSE) is Asia's first stock exchange and the world's 11th largest stock exchange. It became the first stock exchange to be recognised by the Indian government under the securities contracts Regulation Act. Its automated, screen based trading platform called BSE On-Line Trading (BOLT) had a capacity of 8 million orders per day. The BSE has also introduced a centralised exchange based Internet trading system; BSEWEBx.co.in to enable investors anywhere in the world to trade on the BSE platform.

In the context of the above case :

- (a) Name the organisation that regulates the working of stock exchange in India.  
(b) Give any two advantages of online screen based electronic trading system.  
(c) State any three functions performed by stock exchanges. (1+2+3=6)

**BEST OF LUCK!**