

PRE-BOARD / XII / BUSINESS STUDIES / 2020-21

Time: 3 Hrs.

M.M- 80

**General Instructions**

Read the following instructions very carefully and strictly follow them.

1. This question paper contains 34 Questions.
2. Marks are indicated against each question.
3. Answer should be brief and to the point.
4. Answers to the questions carrying 3 Marks may be about 50-75 words.
5. Answers to the questions carrying 4 Marks may be about 150 words.
6. Answers to the questions carrying 6 Marks may be about 200 words.
7. Attempt all parts of the questions together.

Q1. A conflict may arise when the interests of two or more departments are not compatible. This is a disadvantage of (1)

- a. Divisional Structure.
- b. Formal Organization.
- c. Delegation.
- d. Functional Structure.

Q2. Management of every enterprise can benefit from being aware of these dimensions instead of being disinterested in them. (1)

- a. Economic environment.
- b. Legal environment.
- c. Political environment.
- d. All the Above.

Q3. \_\_\_\_\_ is implicit and inherent in all the functions of management. (1)

- a. Controlling.
- b. Planning.
- c. Coordination.
- d. Directing.

OR

\_\_\_\_\_ is responsible for maintaining quality of output.

- a. Top level management.
- b. Middle level management.
- c. Lower level of management.
- d. All the above.

Q4. Business consists of numerous interrelated dynamic conditions or forces, which arise from different sources, it becomes difficult to comprehend what exactly constitutes a given environment. Identify the characteristic highlighted here. (1)

- a. Dynamic Nature.
- b. Uncertainty.
- c. Complexity.
- d. Relativity.

Q5. \_\_\_\_\_ in management is concerned with doing the right task, completing activities and achieving goals, (1)

- a. Process.
- b. Multi-Dimensional.
- c. Efficiency.
- d. Effectiveness.

Q6. "The increase in demand for many ayurvedic medicines, Health products and services in the past few months, is related to the need for building immunity and an increased awareness about health care due to spread of Corona virus". Identify the feature of business environment being described above. (1)

- a. Specific & general forces.
- b. Interrelatedness.
- c. Relativity.
- d. None of the above.

OR

"Beti Bachao Beti Padhao" program started by government is part of :

- a. Legal Environment.
- b. Economic Environment.
- c. Social Environment.
- d. Political Environment.

Q7. Which of the following is not an element of Political Environment? (1)

- a. Expectation of Workforce.
- b. Constitution of the country.
- c. The level of Political Morality.
- d. Political ideology and practices of the ruling party.

Q8. "Even where members of the department willingly cooperate and work, a manager has to co-ordinate the efforts of different people in a conscious manner". Identify the characteristic of coordination discussed above. (1)

- a. Coordination ensures unity of action.
- b. Coordination is a deliberate function
- c. Coordination is a continuous process.
- d. Coordination is a pervasive function.

Q9. Standards used in the area of production to gauge performance is (1)

- a. Quality.
- b. Sales Volume.
- c. Labor Relations.
- d. Capital Expenditure.

Q10. \_\_\_\_\_ should not be misunderstood as the last function of management, it brings back management cycle to the \_\_\_\_\_ function. (1)

- a. Controlling and planning.
- b. Planning and organizing.
- c. Controlling and directing.
- d. Organizing and Staffing.

Q11. \_\_\_\_\_ structure provides the framework which enables the enterprise to function as an integrated unit by regulating & co-ordinating the responsibilities of individuals and departments. (1)

- a. Functional Structure.
- b. Organizational Structure.
- c. Span of Management.
- d. Delegation.

Q12. Match the "Functions of Marketing", given under 'A', with suitable statements under 'B'. (1)

Column A	Column B
(i) Packaging	a. Producing goods of predetermined specifications to achieve uniformity and consistency in the output.
(ii) Standardization	b. It refers to designing and developing the packaging for the products.
(iii) Promotion	c. It involves informing the customers about the firms product and persuading them to purchase.

- a. i,ii,iii.
- b. ii,i,iii.
- c. i,iii,ii.
- d. ii,iii,i.

Read the following text and answer question no.13 to 16 on the basis of the same:

Looking into the scenario of online learning A 2 Z Knowledge LTD.is planning to come up with an option to raise Rs.10,000 Crores from the primary market for expansion of their operations. They appointed a renowned financial consultancy firm for this ,who suggested a number of options in the present financial conditions prevailing all around the world ,to offer 1000 crores to the existing sharehoders;3000 crores to be raised through institutional investors;4,500crores through issuing houses,1500crores through online system of stock exchange.

Q13. Identify the method of issue not taken up by A2Z Knowledge Ltd. (1)

- a. Commercial Paper
- b. Rights issue
- c. E-IPO
- d. Offer for Sale

Q14. Rs.1,000 crores has been offered to the existing shareholders. It is known as – (1)

- a. Offer through prospectus.
- b. Certificate of Deposit
- c. Rights issue
- d. E-IPO

Q15. The amount of shares issued through issuing houses is- (1)

- a. 1,000 crores
- b. 10,000 crores
- c. 4,500 crores
- d. 1,500 crores

Q16. The reason which has made the above mentioned methods of floatation preferred by companies is-

- a. These are inexpensive
- b. They have flexibility.
- c. They have transparency
- d. None of the Above.

(1)

Read the following text and answer question number 17-20 on the basis of the same.

Ram Kumar an artisan from Gwalior, M.P, use to sell his handicrafts not only to local people but also to tourists. His Son an educated young computer literate decided to get his art work registered and to give a name to his range to its item. Revenue started increasing and his handicraft became a brand very soon. He also put his products on digital platforms & e-commerce websites, offered competitive prices, safe packaging and various other promotional offers, he has become a household name with a mass reach through online platforms, this all has been possible by doing a contract with DIGI-PROMO pvt.ltd.

Q17. His son got his art work registered and gave a name to his range of items. Identify the concept

- a. Brand Name.
- b. Brand Mark.
- c. Trade Mark.
- d. Copyright.

(1)

Q18. Offering products at a competitive price, safe packaging & giving promotional offers is part of \_\_\_\_\_

- a. Marketing Methods Used.
- b. Objectives
- c. Extent of Competition in the Market.
- d. Product Cost.

(1)

Q19. The contract with DIGI-PROMO pvt.ltd., proved to be a turning point for Ram Kumar and his sons company. Name the function performed by DIGI-PROMO pvt.ltd.

- a. Marketing.
- b. Staffing.
- c. Controlling.
- d. Directing.

(1)

Q20. Which of the following is not an objective of competitive pricing?

(1)

- a. Obtaining market share Leadership.
- b. Surviving in Competitive Market.
- c. Attaining product quality Leadership.
- d. Providing information by Law.

Q21. "It has been observed that there has been an increase in the corporate form of business on the one hand and increasing emphasis on managed business concerns". Identify the nature of management highlighted here and state two of its features.

(3)

Q22. Explain job rotation and induction training as on the job methods of training.

(3)

OR

Explain Placement agencies and Recommendations of employees as External sources of Recruitment.

Q23. You are management guru. You have been asked, by a business firm to make its managers understand necessity of controlling in an organization. Give any 3 arguments.

(3)

Q24. State the objectives of the Securities and Exchange Board of India.

(3)

OR

State any three Regulatory functions of SEBI.

Q25. Nishant the director of the garment company, is planning to manufacture bags for the utilization of waste material from one of his garment units, he has decided that this manufacturing will be setup of rural area of Orissa, where people have very few job opportunities and labor is available at very low rates. He has thought of giving equal opportunities to man and women. For this he want 4 different heads for Sales, Accounts, Purchase and Production. He gives an advertisement and shortlist 10 candidates per post after conducting different selection tests. Identify & explain the next three steps for choosing the best candidates out of the candidates shortlisted.

(4)

Q26. Sandhya is a successful manager at Mansions Enterprises. She has team of 12 persons working under her. She encourages them to set their own objectives and take decisions. She respects their opinion and supports them, so they can perform their duties and accomplish organizational objectives. To manage and exercise effective control she uses forces within the group. As an intelligent manager at times she uses informal communication. This way, she is able to unify diverse interests and ensure that targets met. Identify the style used by Sandhya and explain it and also explain the other 2 styles of leadership. (4)

Q27. Explain any four elements of communication process. (4)

OR

Explain the features of motivation.

Q28. Explain any four factors that can affect the Dividend decision of a company. (4)

OR

Explain any four factors that can affect the choice of capital structure of a company.

Q29. A company's earnings before interest and tax is Rs.10 lakh. It pays 10% interest on its debt. Total investment of company is Rs.50 lakhs.

a) Advise the company whether it should include debt or equity to raise its capital.

b) Identify the concept discussed here and explain it.

c) Will the company's decision to raise funds from debt or equity will change if company's EBIT is Rs.4 lacs.

(4)

Q30. Explain any four responsibilities of consumers described by consumer protection act 2019. (4)

Q31. Explain the "Functional Foremanship", "Standardization and Simplification of Work" and "Differential piece wage system" as techniques of Scientific Management given by F.W Taylor. (6)

OR

Explain the Principles of Scientific Management given by F.W. Taylor

Q32. Unforeseen events and changes, rise in cost in prices environmental changes, government interventions, legal regulations all affect our business plans. This results in modifying the plans, if we cannot adhere to plans then why do we plan. Give any four points in support of your above statements. (6)

OR

Explain the steps and the process of planning.

Q33. Brodcom has diversified itself into several product lines: Telecommunications, Engg., and Financial Subsidiaries is self sufficient with their own administrative functions this has reduced the need of direct supervision and promoted flexibility and initiative among sub-ordinates. The customers are never delayed as a result it seems to be good policy decisions of Top Management. Identify the concept and explain its importance. (6)

Q34. Explain four marketing management philosophies. (6)