

LIONS SCHOOL, MIRZAPUR
PRE-BOARD EXAMINATIONS 2021-22
TERM - 1

Class-XII
Subject-Business Studies

Time-90 Mins.
M.M.-40

General Instructions:

1. The Question Paper contains 3 sections.
2. Section A has 24 questions. Attempt any 20 questions.
3. Section B has 24 questions. Attempt any 20 questions.
4. Section C has 12 questions. Attempt any 10 questions.
5. All questions carry equal marks.
6. There is No negative marking.

Section-A

1. Efficiency:
 - (a) Focuses on optimum use of resources
 - (b) Involves cost-benefit analysis
 - (c) Means doing the task correctly and with minimum cost
 - (d) All of the above
2. Which of the following is an organisational objective of the management?
 - (a) Survival and Profit
 - (b) Women Empowerment
 - (c) Child Education
 - (d) All of these
3. 'Both workers and management should honour their commitments without any prejudice towards one another'. Which principle of management is being highlighted?
 - (a) Authority and Responsibility
 - (b) Discipline
 - (c) Unity of Command
 - (d) Division of Work
4. Division of work:
 - (a) Increase the efficiency
 - (b) Applies to both managerial and technical work
 - (c) Leads to specialisation
 - (d) All of the above
5. A shift of preference from fried snacks to roasted snacks has been

	<p>welcomed as an opportunity by the roasted snacks company, while fried snacks company takes it as a threat. Which feature of business environment is being highlighted?</p> <p>(a) Uncertainty (b) Complexity (c) Dynamic (d) Relativity</p>
6.	<p>'Introduction of Mobile Phones have adversely affected the business of watches and cameras.' Which dimension of business environment is related with the given case?</p> <p>(a) Political Environment (b) Social Environment (c) Technological Environment (d) Legal Environment</p>
7.	<p>_____ serves as a guide for overall business and represent the end point of planning.</p> <p>(a) Policy (b) Objective (c) Method (d) Strategy</p>
8.	<p>Which of the following is not a step in the process of planning?</p> <p>(a) Making assumptions about the future (b) Evaluating different proposals in light of the objectives to be achieved (c) Allocation of jobs to members of each department (d) Seeing whether activities are performed as per schedule or not</p>
9.	<p>Grouping of activities on the basis of product lines is a part of:</p> <p>(a) Delegated Organisation (b) Divisional Structure (c) Functional Structure (d) Autonomous Organisation</p>
10.	<p>Framework within which managerial and operating tasks are performed is termed as:</p> <p>(a) Divisional Structure (b) Functional Structure (c) Organisation Structure (d) None of these</p>

11	<p>It is necessary that goods and services must be made available to the customers at the right place, in the right quantity and at right time. Identify the concerned element of Marketing Mix.</p> <p>(a) Product Mix (b) Price Mix (c) Place Mix (d) Promotion Mix</p>
12	<p>Which concept of marketing emphasise on availability and affordability of the product?</p> <p>(a) Marketing Concept (b) Product Concept (c) Sale Concept (d) Production Concept</p>
13	<p>Hyundai sells cars through retailers appointed by the company. Which type of distribution channel is being used by the company?</p> <p>(a) Zero Level (b) One Level (c) Two Level (d) Three Level</p>
14	<p>To encourage the buyers to make immediate purchase of a product for short period, firm uses:</p> <p>(a) Personal Selling (b) Advertising (c) Sales Promotion (d) Public Relation</p>
15	<p>Which of the following statement is incorrect?</p> <p>(a) Responsibility flows downward as every subordinate is responsible to his superior (b) Manager remains Accountable even after Delegation (c) Divisional Structure is suitable for large sized organisation (d) Functional structure is economical</p>
16	<p>_____ is the process by which the manager brings order out of chaos, removes conflict among people over work or responsibility sharing and creates an environment suitable for teamwork.</p> <p>(a) Planning (b) Organising (c) Staffing (d) Controlling</p>
17	<p>Which of the following is not an advantage of planning?</p>

.	<ul style="list-style-type: none"> (a) Uniformity of action (b) Flexibility of working (c) Preventing misunderstanding and conflicts (d) Reducing risk and uncertainty
18	<p>Identify the statement which is not correct:</p> <ul style="list-style-type: none"> (a) Planning is required at top level management only (b) Planning does not guarantee success (c) Planning facilitates decision-making (d) Planning is a Time-Consuming Process
19	<p>Increase or decrease in the value of rupee is an example of.</p> <ul style="list-style-type: none"> (a) Legal Environment (b) Political Environment (c) Economic Environment (d) Social Environment
20	<p>Infosys decides to open schools for lesser privileged children's is an example of _____ Environment.</p> <ul style="list-style-type: none"> (a) Economic (b) Political (c) Legal (d) Social
21	<p>Manager of Star Ltd. did not fulfil the promise to raise the salary of employees on the achievement of target production. Which management principle is being violated?</p> <ul style="list-style-type: none"> (a) Espirit De Corps (b) Order (c) Discipline (d) Equity
22	<p>_____ principle ensures orderly and smooth flow of information?</p> <ul style="list-style-type: none"> (a) Authority and Responsibility (b) Unity of Direction (c) Scalar Chain (d) Discipline
23	<p>Manager of the Climax Ltd. achieved the target production, but at a higher production cost. In this case, manager is _____ but not _____ .</p> <ul style="list-style-type: none"> (a) Efficient, Honest (b) Effective, Efficient (c) Efficient, Effective (d) None of these
24	<p>'Management cannot be seen but its presence can be felt'. Which characteristics of management is highlighted in the given statement?</p>

	<ul style="list-style-type: none"> (a) Group Activity (b) Dynamic Function (c) Intangible Force (d) Continuous Process
	Section-B
25	<p>Identify the correct order of steps of organising:</p> <ul style="list-style-type: none"> 1) Establishing Reporting Relationships 2) Departmentation 3) Identification and division of work 4) Assignment of Duties <ul style="list-style-type: none"> (a) 1-2-3-4 (b) 4-3-2-1 (c) 3-1-4-2 (d) 3-2-4-1
26	<p>Daksh was given a task by his superior to complete it in 20 days. Daksh delegated the task to two of his subordinates. One of his subordinates met with an accident and could not complete his work. Who is answerable to Daksh's superior for this task?</p> <ul style="list-style-type: none"> (a) Daksh (b) Daksh's Subordinate (c) Both (a) and (b) (d) None of these
27	<p>For the following two statements choose the correct option:</p> <p>Statement I: Functional Structure promotes specialisation.</p> <p>Statement II: Each department has to perform a specific function in case of Functional Structure.</p> <ul style="list-style-type: none"> (a) Both the statements are correct (b) Both the statements are incorrect (c) Statement I is correct and II is incorrect (d) Statement I is incorrect and II is correct
28	<p>'A manager applies the acquired knowledge in a personalised and skilful manner in the light of the realities of a given situation'. The given statement indicates that management is:</p> <ul style="list-style-type: none"> (a) A Science (b) An Art (c) A Profession (d) None of these
29	Star Ltd. is manufacturing electrical items by using environmental

.	<p>friendly methods of production. Which management objective is used here?</p> <p>(a) Social Objective</p> <p>(b) Organisational Objective</p> <p>(c) Individual Objective</p> <p>(d) Economic Objective</p>
30	<p>For the following two statements choose the correct option:</p> <p>Statement I: Principles of management help in predicting the outcome of managerial actions.</p> <p>Statement II: Management Principles are based on cause-and-effect relationship.</p> <p>(a) Both the statements are correct</p> <p>(b) Both the statements are incorrect</p> <p>(c) Statement I is correct and II is incorrect</p> <p>(d) Statement I is incorrect and II is correct</p>
31	<p>Akhil and Shyam, having same educational qualifications, work as sales executives in a Water purifier company. Akhil gets a salary of ` 14,000 per month and Shyam gets ` 16,000 per month as he belongs to the home town of sales manager. Name the principles of management violated in this case?</p> <p>(a) Unity of Command</p> <p>(b) Discipline</p> <p>(c) Division of Work</p> <p>(d) Equity</p>
32	<p>Climax Ltd. is engaged in manufacturing calculators. The firm decided to provide employment to disadvantaged section of society. Which objective of management is discussed here?</p> <p>(a) Individual Objective</p> <p>(b) Social Objective</p> <p>(c) Organisational Objective</p> <p>(d) None of these</p>
33	<p>“Any one can be called a manager irrespective of the educational qualification possessed.” Identify the characteristics of the profession that Management does not fulfil in the statement being discussed above.</p> <p>(a) Ethical code of conduct</p> <p>(b) Professional Association</p>

	<p>(c) Restricted Entry</p> <p>(d) Service Motive</p>
34	<p>Maruti Udyog became the leader in small car market because it was first to recognise the need for small car. Which importance of business environment is highlighted in above case?</p> <p>(a) Helps in tapping useful resources</p> <p>(b) Helps in coping with rapid changes</p> <p>(c) Helps in improving performance</p> <p>(d) Help to identify opportunities and getting first mover advantage</p>
35	<p>Introduction of GST and its impact on business enterprise is a part of:</p> <p>(a) Political Environment</p> <p>(b) Economic Environment</p> <p>(c) Legal Environment</p> <p>(d) Social Environment</p>
36	<p>“The increase in the 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 for health care due to the spread of Corona virus.” Identify the feature of business environment being described above.</p> <p>(a) Specific and general forces</p> <p>(b) Interrelatedness</p> <p>(c) Relativity</p> <p>(d) None of the above</p>
37	<p>For the following two statements choose the correct option: Statement I: Business Environment is largely uncertain. Statement II: It is very difficult to predict future happenings</p> <p>(a) Both the statements are correct</p> <p>(b) Both the statements are incorrect</p> <p>(c) Statement I is correct and II is incorrect</p> <p>(d) Statement I is incorrect and II is correct</p>
38	<p>Folks Ltd. is a leather bags manufacturing company. The company is using prohibited animal skin to make leather bags, in order to satisfy some of its customers. Which marketing concept is being violated in the given case?</p> <p>(a) Product Concept</p> <p>(b) Production Concept</p>

	<p>(c) Societal Marketing Concept</p> <p>(d) Marketing Concept</p>
39	<p>The package of KRM Rawa Idli Mix describes the procedure of cooking idlis in three easy steps. It also specifies its ingredients, instructions for storage and serving. The function performed by the label in the above case</p> <p>(a) Describing product & specifies its contents</p> <p>(b) Identification of the product or brand</p> <p>(c) Heling in promotion of products</p> <p>(d) Providing information required by law</p>
40	<p>_____ ensures that the heads of separate business units in the organisation are responsible for profit or loss of their unit and have authority over it.</p> <p>(a) Span of management</p> <p>(b) Divisional Structure</p> <p>(c) Functional Structure</p> <p>(d) Hierarchy of Authority</p>
41	<p>Trendz Garments Ltd. has banned smoking within the factory premises. Which type of plan id being indicated?</p> <p>(a) Programme</p> <p>(b) Rules</p> <p>(c) Method</p> <p>(d) Strategy</p>
42	<p>Jaypee Ltd. is manufacturing lunch boxes for office going people. To maximise profit, the company decided to improve the quality and added an electric warmer in the lunch boxes. This improvement in the product increased their sales. Which marketing philosophy is involved in this?</p> <p>(a) Product Concept</p> <p>(b) Production Concept</p> <p>(c) Marketing Concept</p> <p>(d) Societal Marketing Concept</p>
43	<p>For the following two statements choose the correct option:</p> <p>Statement I: According to Marketing Concept, products are bought because of their quality and other features.</p> <p>Statement II: Marketing Concept aims to find out needs and requirements of customers and satisfying them in an effective manner.</p> <p>(a) Both the statements are correct</p> <p>(b) Both the statements are incorrect</p>

	<p>(c) Statement I is correct and II is incorrect</p> <p>(d) Statement I is incorrect and II is correct</p>
44	<p>Rohan works as a production manager in Global Enterprises Limited. He has been given the task of getting 1000 units of hand woven table mats manufactured at the cost of ₹150 per unit within 10 days. In order to be acknowledged as an effective manager, he must ensure that</p> <p>(a) The cost of production does not exceed ₹150 per unit</p> <p>(b) The work is completed within 10 days even at higher cost per unit</p> <p>(c) The cost of production is less than ₹150 per unit</p> <p>(d) All of the above</p>
45	<p>The principles of management are intended to be applied to all types and sizes of organisations. This statement reflects that the principles of management are</p> <p>(a) General guidelines</p> <p>(b) Flexible</p> <p>(c) Universally applicable</p> <p>(d) Mainly behavioural</p>
46	<p>According to Taylor, “even a small production activity like loading figures of iron into boxes can be scientifically planned and managed. This can result in tremendous savings of human energy as well as wastage of time and materials.” Identify the related principle of scientific management.</p> <p>(a) Harmony, not discord</p> <p>(b) Science, not rule of thumb</p> <p>(c) Development of each and every person to get his/her greatest efficiency and prosperity</p> <p>(d) None of the above</p>
47	<p>‘Twinkle Stars’ is a well-known resort for organising parties, especially for children. However, in past 6 months its popularity has reduced considerably as a new resort with better ambience and facilities has opened within its vicinity. Name the related feature of business environment which has influenced the business of ‘Twinkle Stars’</p>

	<p>adversely.</p> <p>(a) Totality of external forces</p> <p>(b) Dynamic nature</p> <p>(c) Interrelatedness</p> <p>(d) Uncertainty</p>
48	<p>Indigo Limited has a staff of 300 people which is grouped into different departments. The organisational structure depicts that 100 people work in Production department, 150 in Finance department, 20 in Technology department and 30 in Human Resource department. Identify the type of organisational structure being followed by the company.</p> <p>(a) Functional structure</p> <p>(b) Divisional structure</p> <p>(c) Informal structure</p> <p>(d) None of the above</p>
	<p>Section-c</p>
	<p>Read the following text and answer questions (49-52) on the basis of the same:</p> <p>Samar Ltd. is a renowned name for manufacturing quality Potato Chips since 1980. However, for the last one year, sales had fallen by more than 20%. Ankit, the owner of Samar Ltd. Conducted an online survey and founded out that according to the customers, packaging of the chips was neither attractive nor effective in preserving the quality of chips. Ankit immediately stopped the further production and purchased a new and advanced packaging machinery. This new packaging proved to be very effective in regaining the sales.</p>
49	<p>Outer Package of Chips is an example of:</p> <p>(a) Primary Packaging</p> <p>(b) Transportation Packaging</p> <p>(c) Secondary Packaging</p> <p>(d) None of the above</p>
50	<p>Which of the following is not a function of packaging?</p>

	<ul style="list-style-type: none"> (a) Product identification (b) Product protection (c) Product Differentiation (d) Grading of the Products
51	<p>'Packaging of chips was neither attractive'. Which function of packaging is being ignored by Samar Ltd. in the given statement?</p> <ul style="list-style-type: none"> (a) Product Identification (b) Product Protection (c) Product Promotion (d) Facilitating Use of the Product
52	<p>A cardboard box consisting of 20 packets of chips is an example of:</p> <ul style="list-style-type: none"> (a) Transportation Packaging (b) Secondary Packaging (c) Primary Packaging (d) None of the above
53	<p>Lakshay has been given the task of arranging for five-day conference for foreign delegates. In order to ensure smooth functioning of the event, he has made two people as co-ordinators to take care of activities related to registration and refreshment. Identify the function of management being carried out by Lakshay.</p> <ul style="list-style-type: none"> (a) Planning (b) Staffing (c) Organising (d) Directing
54	<p>Within 2 years of its inception, Bhavishya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mix described in the given lines.</p> <ul style="list-style-type: none"> (a) Advertising (b) Personal selling (c) Public relation (d) Sales promotion

55	<p>Alpine automobiles aim to produce and sell 2,00,000 cars in 2019. To achieve this objective, the production department strives for timely production and sales department takes all possible steps to sell them. Due to combined efforts of all the departments, the company is able to achieve its target. Identify the significance of management which is highlighted in the given statement.</p> <p>(a) Management increases efficiency (b) Management helps in achieving group goals (c) Management creates a dynamic organisation (d) Management helps in development of the society</p>
56	<p>Rishitosh Mukerjee has recently joined AMV Ltd; > a company manufacturing refrigerators. He found that his department was understaffed and other departments were not cooperating with his department for smooth functioning of the organisation. Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved. Identify the level at which Rishitosh Mukerjee was working.</p> <p>(a) Top Level Management (b) Middle Level Management (c) Operational Level Management (d) Lower-Level Management</p>
57	<p>Hina and Harish are typists in a company having the same educational qualifications. Hina gets Rs.3,000 per month and Harish gets Rs.4,000 per month as salaries for the same working hours. Which principle of management is being violated in this case?</p> <p>(a) Equity (b) Division of work (c) Discipline (d) Stability of Personnel</p>
58	<p>Parliament of India has made certain amendments in the Consumer Protection Act,1986. As a result, business enterprises will have to spend</p>

	<p>more to maintain quality standards of their products. Which key component of the business environment is discussed in the given case?</p> <p>(a) Political Environment (b) Legal Environment (c) Social Environment (d) Economic Environment</p>
59 .	<p>A company has to decide about its price policy, credit policy, terms of payment, etc. Name the concept which this company is trying to decide.</p> <p>(a) Product Mix (b) Price Mix (c) Promotion Mix (d) Production Mix</p>
60 .	<p>Principles of management emphasize on logical and rational decision making rather than on the basis of bias and prejudice. The given statement highlights that the knowledge of principles of management leads to</p> <p>(a) Providing managers with useful insight into reality (b) Scientific decisions (c) Meeting changing environmental requirements (d) All of the above</p>