

LIONS SCHOOL, MIRZAPUR
PRE BOARD EXAMINATION (2020-21)

Class-XII

Time-3 Hours

Subject-Business Studies

M.M.-80

SET-A

General instructions:

- 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 from 50 to 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.

Q-1. Name the process which co-ordinates human efforts, assembles resources and integrates both into a unified whole to be utilised for achieving specified objectives,

- (a) Management
- (b) Planning
- (c) Organising
- (d) Directing

(1)

Q-2. The growing awareness about healthcare has led to an increase in the demand for healthcare products and services in the country. Identify the feature of business environment being described in the above case.

- (a) Dynamic nature
- (b) Uncertainty
- (c) Relativity
- (d) Interrelatedness

(1)

Q-3. Tarang Enterprises Limited is planning to increase its sales by 30% in the next quarter. Identify the feature of management being highlighted in the given statement.

- (a) Management is all pervasive
- (b) Management is a goal oriented process
- (c) Management is a continuous process
- (d) All of the above

(1)

Q-4. According to the United Nations Environmental Agency, the world produces around 300 million tons of plastic each year, half of which constitutes single-use items. Ford is recycling over one billion plastic bottles every year to develop elements of the car's interior, reducing the amount of plastic ending up in a landfill. The American car maker has revealed that their Romanian-built EcoSport SUVs' carpets are made using 470 recycled single-use plastic bottles. The process for making Ford EcoSport carpets involves shredding bottles and their caps into tiny flakes and then heating them to 260° C. Identify the related dimension of business environment.

- (a) Economic dimension
- (b) Social dimension
- (c) Technological dimension
- (d) Political dimension

(1)

- Q-5. Identify the process that provides the requisite amount, quality, timing and sequence of efforts, which ensures that planned objectives are achieved with a minimum of conflict.
- (a) Management
 - (b) Planning
 - (c) Co-ordination
 - (d) Controlling
- (1)
- Q-6. "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.
- A. Specific and general forces
 - B. Interrelatedness
 - C. Relativity
 - D. None of the above
- (1)
- Q-7. The growing awareness about healthcare has led to an increase in the demand for healthcare products and services in the country. Identify the feature of business environment being described in the above case.
- (a) Dynamic nature
 - (b) Uncertainty
 - (c) Relativity
 - (d) Interrelatedness
- (1)
- Q-8. Tarang Enterprises Limited is planning to increase its sales by 30% in the next quarter. Identify the feature of management being highlighted in the given statement.
- (a) Management is all pervasive
 - (b) Management is a goal oriented process
 - (c) Management is a continuous process
 - (d) All of the above
- (1)
- Q-9. Om Prakash has set up a small business unit for the manufacturing of detergent. In order to market the detergent in the local residential areas, he has appointed a team of ten salesmen. Each salesman is expected to sell at least 200 units of the detergent within a week's time. Identify the point of importance of controlling being highlighted in the above case.
- (a) Controlling helps in judging accuracy of standards.
 - (b) It ensures efficient use of resources.
 - (c) It helps in improving employee motivation.
 - (d) It facilitates co-ordination in action.
- (1)
- Q-10. Deviations are said to be positive in nature when
- (a) Planned performance is more than the actual performance
 - (b) Actual performance is more than the planned performance
 - (c) Both planned and actual performances are same
 - (d) None of the above
- (1)
- Q-11. It is defined as the framework within which managerial and operating tasks are performed.
- (a) Span of management
 - (b) Organisational structure

- (c) Informal organisation
(d) None of the above (1)

OR

Identify the type of organisational structure which facilitates occupational specialisation,

- (a) Functional structure
(b) Horizontal structure
(c) Network structure
(d) Divisional structure (1)

Q-12. Harshit is planning a start up a venture for offering mobile pet care services at door step. He has decided to charge ` 1000 for heated hydrobath & blow dry of a pet and ` 500 for shampoo and conditioning. Identify the element of marketing mix which is not being described in the above case.

- (a) Product
(b) Place
(c) Price
(d) None of the above (1)

OR

Guneet went to a shop and expressed her desire to buy a copper water bottle only of Prestige company. Identify the component related to branding being described in the above case.

- (a) Trademark
(b) Generic name
(c) Brand name
(d) Brand mark (1)

Q-13. Purchasing a new machine to replace an existing one is an example of

- (a) Financing decision
(b) Dividend decision
(c) Working capital decision
(d) Capital budgeting decision (1)

Q-14. This decision is about the quantum of finance to be raised from various long-term sources.

- (a) Investment decision
(b) Financing decision
(c) Dividend decision
(d) Capital budgeting decision (1)

Q-15. Which of the following sources of capital should not be selected by a business if its fixed cost is high?

- (a) Equity shares
(b) Preference shares
(c) Debentures
(d) All of the above (1)

Q-16. Name the financial decision which relates to disposal of profits.

- (a) Investment decision

- (b) Financing decision
- (c) Dividend decision
- (d) Capital budgeting decision (1)

Q-17. According to the modern marketing concept, which of the following statements is true?

- (a) It refers to the group of people who do not have the ability but willingness to buy a particular product.
- (b) It refers to only the set of people who have the purchasing power to buy a particular product.
- (c) It refers to the set of actual and potential buyers for a product.
- (d) It refers only to the people who show interest in a particular product.

(1)

Q-18. Which of the following statements does not reflect a condition to be satisfied for an exchange to take place?

- (a) Involvement of at least two parties- the buyer and the seller- is mandatory.
- (b) Each party should be capable of offering something of value to the other.
- (c) Exchange can take place if the buyers and sellers are not able to communicate with each other.
- (d) Each party should have freedom to accept or reject other party's offer.

(1)

Q-19. In order to promote the habit of health and hygiene among weaker sections of the society, Abhyas Limited has launched low cost packs of hand wash. Identify the type of marketing philosophy being adopted by the company.

- (a) Product concept
- (b) Production concept
- (c) Marketing concept
- (d) Societal marketing concept (1)

Q-20. Sujhav Limited is a company dealing in various types of fire extinguishers. Considering the fact that people generally don't buy fire extinguishers, the company undertakes aggressive sales promotion efforts in order to create and maintain demand for the product. Identify the type of marketing philosophy being described in the given case,

- (a) Product concept
- (b) Selling concept
- (c) Marketing concept
- (d) Societal marketing concept (1)

Q-21. 'Co-ordination is a systematic and orderly arrangement of individual and group efforts'. In the light of the statement, state any three features of co-ordination.

(3)

Q-22. What are the differences between internal and external sources of recruitment?

(3)

Q-23. Discuss the nature of controlling. (3)

OR

'Controlling is a systematic process involving a series of steps'. Do you agree? Discuss it briefly. (3)

Q-24. What is meant by primary market? Explain any two methods of floating new issues in the primary market. (3)

OR

State any three 'protective functions' of Securities and Exchange Board of India(SEBI). (3)

Q-25. The workers of 'Swastik Ltd.' are unable to work on new computerized machines imported by the company to fulfill the increased demand. Therefore ,the workers are seeking extra guidance from the supervisor and 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. (4)

Q-26. Five students of BBA took part in a discussion. The subject of their discussion was: "Why do people get motivated to do anything?" The main portion of their discussion are as under:

The first student said," People work because they want to deposit wealth enough to protect themselves from diseases and to be relieved of the tension of the old age."

The second student said," People work because they want to arrange food ,cloth and shelter for themselves at any rate."

The third student said," People work because they want to reach at the top of the field in which they are. They ,therefore ,put in untiring efforts."

The fourth student said," People work ,so that when they have money ,people will become friendly with them and they will stand by them under every situation."

The four friends spoke about the different needs of people as the basis of their doing work. Identify these needs. (4)

Q-27. Sandhya is a successful manager at Mansions Enterprises. She has a team of twelve people working under her. She encouraged them to set their own objectives and take decisions. She respects their opinions and supports them ,so that 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 also makes use of positive aspects of informal communication. This way, she is able to unify diverse interests and ensure that targets are met.

- (a) There are many theories and styles of influencing people's behaviour. Identify the style used by Sandhya which is based on the use of authority.
- (b) State two positive aspects of the communication discussed above, which Sandhya is using as an intelligent manager. (4)

OR

Explain in brief features or characteristics of motivation. (4)

Q-28. Explain any four points that highlight the importance of financial planning. (4)

OR

What is meant by 'long term investment decision'? State any three factors which affect the long term investment decision. (4)

Q-29. Dheeraj wants to start a business of selling N-95 masks after the outbreak of the global pandemic of COVID-19. Due to the uncertain market conditions he wants to make a low investment in fixed capital. Suggest how the decisions related to the choice of technique

and financing alternatives can help Dheeraj in ensuring a low investment in fixed capital requirements. (4)

Q-30. Explain the following rights of a consumer:

(a) Right to be heard

(b) Right to seek redressal

(4)

Q-31. Explain any six characteristics ,which reflect the nature of principles of management. (6)

Q-32. A company is manufacturing baby garments. The manager wants to increase the profits by purchasing new high speed machines or increasing the sale price or using waste material in manufacturing soft toys. He decided that using waste material to increase the profit is the best solution for him.

(a) Identify the concept of management involved.

(b) Mention the steps involved in the above process by quoting the lines from the question.

(c) To complete the process of the concept identified ,what further steps does the manager have to take? (6)

OR

Explain the limitations of planning.

(6)

Q-33. An important difference between S&M Ltd and most other companies is that instead of operating as one large corporation it operates as 180 smaller companies each focused on a specific product and area, implying selective dispersal of authority, recognising the decision makers need for autonomy, as decision making authority is pushed down the chain of command. It enables the company to maintain short lines of communication with customers and employees, and accelerate the development of talent. Identify the philosophy that is being followed by S&M Ltd. through which it is dividing the decision-making responsibilities among the hierarchical levels. State any five points of importance of the philosophy identified. (6)

Q-34. Explain briefly the various marketing functions performed by a modern business enterprise. (6)

OR

'Price of a product is influenced by many factors'. Explain factors influencing pricing. (6)