

First Term Examination (14 September 2017)

Class XII

Business Studies (Commerce)

(Set - B)

Time: 3hrs

M.M.80

General Instructions:

- i) All questions are compulsory.
- ii) Attempt all parts of a question together.

- Q1. 'Is Management concerned only with doing the right task, completing activities and achieving goals without taking into consideration the cost benefit? Given one reasons in support of your answer. (1)
- Q2. Name the technique of scientific management which aims at establishing interchangeability of manufactured parts and products. (1)
- Q3. In order to survive and grow, public sector will have to be more efficient and generate their own resources for the purpose. Why is it so? (1)
- Q4. Name the type of plan that does not allow for any flexibility or discretion. (1)
- Q5. Name the organization structure in which no department is responsible for end results. (1)
- Q6. "A type of source of recruitment leads to inbreeding which brings rigidity in the organization. Mentioned the source the recruitment. (1)
- Q7. Yash has set up a small scale manufacturing unit for making different varieties of low cost detergents. In order to market his product he has employed a team of five salesmen. Each salesman has been assigned specific areas in the city. He holds a meeting every month for determining the objectives to achieved during the coming month. A sales target is pre-determined for each month which is mutually agreed by both Yash and his sales team. If the salesmen success in reaching this target a bonus is paid out to all of them along with the month salary. In the context of the above case:
i) Which style of leadership is adopted by Yash? Indentify and give meaning too. (1)
- Q8. "Staffing leads to optimum use of resources." How? (1)
- Q9. A recent rate cut in the interest on loans announced by the banks encouraged Anuj, a science student of Sacret Heart School, to take a loan from State Bank of India to experiment and develop cars to be powered by fuel produced from garbage. He developed such a car and exhibited it in the Science Fair organized by the Directorate of Education. He was awarded the first prize for his invention. Identify and explain the dimensions of business environment discussed of the above case. (3)

- Q10.** XYZ services is looking to hire 100 people in the month of August 2012. The human resources department is asked to achieve this target with the help of operations department. By the end of August 2012, the target could not be achieved. For this, HR department is blaming operation manager and operation manager is blaming HR department. Which two values are missing in the above mentioned case? State two advantages. (3)
- Q11.** Madan joined a company as a Sales Representative. He was very hardworking and impressed the Marketing Manger with his work. Madan was asked by the Marketing Manager to finalise a deal with a customer by allowing him suitable discount, subject to a maximum of 20%. Madan finalized the deal with 18% discount. However, Finance Manager disallowed 18% discount and asked Madan to finalise the deal at 15% discount which is the normal practice. (3)
- Identify and explain the principle of a management which has been violated and importance this principle for better management.
 - Give one consequences of violation of this principle.
- Q12.** Suhasini a home science graduate from a reputed college has recently done a cookery course. She wished to start her own venture with a goal to provide 'health food' at reasonable price. She discussed her idea with her teacher who encouraged her. After analyzing various options for starting her business vent me, they shortlisted the option to sell readymade and 'ready to make' vegetable shakes and sattu milk shakes. The, they both weighed the pros and cons of both the shortlisted options. (3)
- Name the function of management being discussed above and give any one of its features.
 - Also briefly discuss any two limitations of the function discussed in the case.
- Q13.** Difference between Formal organization and Informal organization on the basis of: (3)
- Formation
 - Objective
 - Focus
- Q14.** Atul, the Assistant Manager, Vikas, the Marketing Head and Leena, the Human Resource Manger of 'Montac Enterprises Ltd.' decided to leave the company. The ECO of the company called Leena and requested her to fill up the vacancies before leaving the organization. Leena suggested that her subordinate Miss Ramawadhwa is very competent and trust worthy, if she could be moved up in the hierarchy, she would do the needful. The CEO agreed for the same. Miss Rama Wadhwa contacted 'Smith Recruiters' who advertised for the post of marketing head for 'Monac Enterprises Ltd.' They were able to recruit a suitable candidate for the company. Atul's vacancy was filled up by screening the database of unsolicited applications lying in the office. (4)
- Name the internal/external sources of recruitment need by 'Monac Enterprises Ltd.' to fill up the above stated vacancies.
 - Also state any one merit of each of above identified source of recruitment.

- Q15.** Jaideep recently joined as the Managing Director of 'Tivori Ltd.' an apparel designing company. He observed that the company had a number of experienced fashion designers on its payroll. They regularly offered useful suggestions which were neither appreciated nor awarded by the company. Instead the company outsources its services to some renowned fashion designers and paid them a good compensation for their services. Because of this the employees felt disheartened and stopped giving useful suggestions. (4)
- i) Identify the communication barrier discussed above.
 - ii) State the category of this communication barrier.
 - iii) Explain any two other communication barriers of the same category.
- Q16.** Sacred Heart School organized an Inter School Commerce Fest. A Committee of twenty students was made to organize different competitions. All the committee members worked together in harmony systematically to make the Fest a grand success. After the fest, all the team members were appreciated by their teachers and principal. They felt very happy and satisfied. (4)
- State any three features of management by quoting the lines, highlighted the above paragraph.
- Q17.** Principles of Taylor and Fayol are mutually complementary. One believed that the management should not close ears to constructive suggestions made by the employees, while the other suggested that a good company should have an employee suggestion system, whereby suggestions which result in substantial time or cost reduction should be rewarded. (4)
- Identify and explain the principles of Taylor and Fayol referred in the para.
- Q18.** Samir Gupta started a telecommunication company 'Donira Ltd.' to manufacture economical mobile phones for the Indian rural market with 15 employees. The company did very well in its initial years. As the product was good and marketed well, the demand of its products went up. To increase production the company decided to recruit additional employees. Samir Gupta, who was earlier taking all decisions for the company had to selectively disperse the authority. He believed that subordinates are competent, capable and resourceful and can assume responsibility for effective implementation of their decisions. This paid off and the company was not only able to increase its production but also expanded its product range. (4)
- i) Identify the concept used by Samir Gupta through which he was able to steer his company greater heights.
 - ii) Also explain any three points of importance of this concept.
- Q19.** "There is a close relationship between planning and controlling as each of these provides some base to another." Explain this relationship. (4)

- Q20.** Nishant, the director of a company, is planning to manufacture bags for the utilization of waste materials from one of the garment units. He has decided that this will be set up in a backward area of Odisha where people have very few job opportunities and labour is available at very low rates. He has also thought of giving equal opportunities to men and women. (5)
- Identify and explain the next three steps for choosing the best candidate out of the candidates shortlisted.
- Q21.** Mrs. Rajlaxmi is working as the Human Resource consultant in a firm manufacturing cosmetic, which is facing a problem of high employee turnover. The CEO of the company has invited suggestions from her for retaining the talented employees and reducing the employees be rewarded in a way that it creates a feeling of ownership among the employees and at the sometime makes them contribute towards the growth of the organization. (5)
- i) Identify the incentive and explain its type, which has been suggested by Mrs. Raj Laxmi to the CEO of the company.
 - ii) Also explain any two other incentives of same type.
- Q22.** Kapil & Co. is a large manufacturing unit. Recently the company had conducted time and motion studies and concluded that on an average, a worker could produce 300 units per day. However, it has been noticed that the average daily production per worker is in the range of 200-225 units. (5)
- Name the function of management and explain the steps in the process of this function which helped in finding out that the actual production of a worker is less than the set target and to ensure the performance as per time and motion studies.
- Q23.** "There should be appropriate managerial response environment' explain any six such reasons. (6)
- Q24.** "No enterprise can achieve its objective without systematic planning." Do you agree with this statement? Give any six reasons in support of your answer. (6)
- Q25.** Describe briefly the steps involved in the process of organising. (6)