

Ms Richa

BUDHA DAL PUBLIC SCHOOL PATIALA
First Term Examination (06 September 2023)

Class XII (Commerce)
Subject - Business Studies
(Set - A)

Time: 3hrs

M.M. 80

General Instructions

1. All questions are compulsory.
2. Questions from 1 to 20 carrying 1 mark each.
3. Questions from 21 to 24 carrying 3 marks each.
4. Questions from 25 to 30 carrying 4 marks each.
5. Questions from 31 to 34 carrying 6 marks each.

- Q1. Samarth has started business of manufacturing scissors in the factory. The factory is of large size and has employees and departments of different types. In this situation, he takes proper care to coordinate the efforts of these different employees and departments in a conscious manner.
Identify the characteristics of co-ordination indicated in the given case
a) Integrate group efforts b) Unity of action c) Deliberate function d) Responsibility of all managers
- Q2. The application of principles of management is dependent upon the prevailing situation at a particular point of time. The above statement highlights that principles of management are:
a) Flexible b) Contingent c) Behavioural d) Universal
- Q3. Akash works as a production manager in 'Elite Enterprises' manufacturing LED lights. Due to festive season, there is lot of demand for their lights. Akash was given the task of producing 100 units of LED lights @ Rs. 200 per unit within 5 days for an urgent order. Akash was able to achieve the target of 100 units of LED lights within 5 days for an urgent order. Akash was able to achieve the target of 100 units within 5 days @ 220 per unit. Identify from the following whether Akash is :
a) efficient only b) effective only
c) both efficient and effective d) neither efficient nor effective
- Q4. In staffing, recruitment is a Process, whereas selection is a process.
a) negative, positive b) positive, negative c) neutral, negative d) positive, neutral
- Q5. The technique proposed by Taylor aims at eliminating unnecessary diversity of products :
a) Motion study b) Standardization and simplification of work
c) Differential piece wage system d) Functional Foremanship
- Q6. A manager is required to make certain assumptions about the future which may be in the form of forecast. This step of planning is
a) follow up b) developing premises c) setting objectives d) both (a) and (b)
- Q7. Name the concept that refers to the number of subordinates that can be effectively managed by a Superior and determines the number of levels of management in the organisation
a) Organisation structure b) Span of management
c) Hierarchy d) Delegation of authority
- Q8. Pioneer Ltd. is dealing in fruit juices and hair oils. To ensure unity of action and co-ordination, it has made two separate divisions for each product. Both the divisions are moving towards the same objectives through focused efforts. Identify the principle of management followed by Pioneer Ltd. in the above case.
a) Esprit de Corps b) Equity c) Unity of direction d) Authority & Responsibility

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Q9. _____ test measures the existing skills of an individual
 a) Aptitude test b) Interest test c) Personality test d) Trade test

Q10. Which source of recruitment maintains the data bank of persons with different qualifications and skills and even advertise the jobs on behalf of their clients to recruit right type of personnel.
 a) Labour contractor b) Casual callers c) Employment exchanges d) Management Consultants

Q11. Under which method of training, a trainee is put under the guidance of a master worker
 a) Apprenticeship programme b) Internship training
 c) Vestibule training d) Job rotation

Q12. The management of a bag manufacturing company has recently changed. Due to this, an improvement can be felt in the way company functions. Now, targets are met according to plans, whereas earlier deadlines were never given importance. Now there is orderliness, instead of chaos in the organization and the employees are happy and satisfied.

From the above identify the characteristics of management which is highlighted in the above case

- a) Management of dynamic
- b) Management is a continuous process
- c) Management is a group activity
- d) Management is an intangible force

Q13. A sales person Mr. Ram of G & G Sales Ltd. is asked to clinch a deal with a buyer and is allowed to give 8% discount by the marketing manager. But finance department tells him not to offer more than 5% discount.

Which principle of management is violated here?

- a) Unity of direction
- b) Centralised and decentralisation
- c) Division of work
- d) Unity of command

Q14. Changes or events cannot be eliminated but they can be anticipated and managerial responses to them can be developed is suggested by the following importance of planning.

- a) Planning facilitates decision making
- b) Planning promoted innovative ideas
- c) Planning provides direction
- d) Planning reduces the risk uncertainty

Q15. Anita opened her own travel agency, sometime back. She assigned work to her three employees in the following manner 'Shreya, you are incharge of air plane, train and bus reservations'. Ankit, you will take care of accommodation booking. Sahil, you will keep track of online queries and credit card payments'. I want regular reports from the three of you.

Identify the concept of management discussed above.

- a) Decentralisation
- b) Delegation
- c) Centralisation
- d) Organisational Structure

Q16. Match the 'Selection Tests' in Column I with their respective statements in Column II :

Column I	Column II
A. Aptitude test	(i) It indicates the person's capacity to develop
B. Trade test	(ii) It is used to measure the existing skills of the individual
C. Personality test	(iii) It is an indicator of a person's learning ability
D. Intelligence test	(iv) It is used to know clues to a person's emotions

- a) A-(ii), B-(i), C-(iii), D-(iv)
- b) A-(i), B-(ii), C-(iv), D-(iii)
- c) A-(iii), B-(i), C-(ii), D-(iv)
- d) A-(iii), B-(ii), C-(i), D-(iv)

Q17. _____ is an impersonal form of communication by a marketer to promote some good or service

- a) Personal selling
- b) Advertisement
- c) Seminars
- d) Public relation

Q18. "This principle will give rise to a spirit of mutual trust and belongingness among team members". Which principle of management stated by Fayol is highlighted by this statement?

- a) Initiative b) Espirit de Corps c) Equity d) Remuneration of employees

There are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the appropriate option from the

options given below :

- (a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
(b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A)
(c) Assertion (A) is true, but Reason (R) is false
(d) Assertion (A) is false, but Reason (R) is true

Q19. Assertion (A): Marketing helps in creating demand for products and services.

Reason (R) : Understanding the consumer needs and wants remain the strength of marketing that helps in developing products and services for better consumer satisfaction.

Q20. Assertion (A): Planning increases the risk of uncertainty

Reason (R) : Planning is an activity which enables a manager to look ahead and anticipate changes.

Q21. Ravi Jain was the Chief Executive officer of Nath Traders. He was worried about the heavy expenditure on advertising. He asked the finance manager, Mohit Verma to know the views of the sales manager and his team regarding this expenditure. Mohit verma was thinking of calling a meeting of the Sales manager and his team after tea break. But by chance at the time of tea break, Mohit Verma met with the sales manager and his team in the canteen. They all discussed about this expenditure and finalized to give suggestion to reduce this expenditure.

- a) Identify the type of organization which helped the finance manager Mohit Verma, the Sales Manager and his team in finalizing the suggestion.
b) Also, explain briefly the two advantages of the type of organization identified in point (a).

Q22. Mrs. Sadhna Kidwai is the divisional Manager of the export division of 'Swad Tea Limited. For some time since past a restriction has been imposed on export of tea. It is evident that the company's export business depends on the Government's policy. Recently there has been a change of Government in the centre. As soon as the new Government took over, it removed the restriction imposed on the export of tea. With the coming of this news the division under Mrs. Kidwai heaved a sigh of relief.

- a) The change of Government is having its impact on the two dimensions of business environment. Identify them.
b) Identify one of the characteristic of 'Business Environment' described in the paragraph.

Q23. After passing his Secondary School Examination, David left the school at the age of 15 years and started getting training under his father. His father, a renowned electrician, had worked for many companies. He everyday started accompanying his father on work and watched him carefully while working. David was a good learner and learnt the techniques of work quickly. Now his father started passing on the tricks of the trade to David. With the passage of time, David acquired a high level skill and became a well known electrician at Indore. Big business - houses started calling him for electric wiring.

- a) Name the method of training discussed in the above para.
b) State any two benefits which David could get on being trained.

Q24. 'Though branding adds to the cost it provides several advantages to the consumer'. In the light of the statement, state any three advantages of branding to customers.

Q25. a) Taylor advocates separation of planning and execution functions. Which technique Scientific Management is suggested to achieve it. Explain.
b) Name and explain the technique of Taylor which is the strongest motivator for a worker to reach standard performance.

Q26. Having transformed 2500 Kirana stores across eight cities into virtual super markets, the start-up Quick Bizz further decided in advance, to collaborate with 15000 - 20,000 store owners in top 30 cities of the country by the end of this year. The company has set its eye on digitizing over 1,00,000 Kirana stores over next 18 - 24 months.

a) Identify the function discussed above and explain the step in the process of one of the functions of management discussed above.

b) Also explain the last two steps to be performed by Quick Bizz as part of the process.

Q27. R & T Reality, the property development arm of the construction and engineering giant R & T in a recent report to the media shared that it is betting on bigger and better projects providing greater benefits to the customers, lower prices and faster execution to boost its growth. The spokesperson of the company informed the media that besides the innovative features, quality and brand, the fair pricing followed by the company is also a hit with the buyers. He said that the company is focusing on accurate, speedy and timely delivery. Proper communication with the market was being maintained through advertising. Even dealers were to be offered incentives to boost the sales. The above paragraph describes the combination of variables used by R & T reality to prepare its market offering. Identify and explain the variables.

Q28. The General Manager of Bookmark Ltd. has decided to start a new branch in Europe as a part of its expansion programme. The company has recognised the amount of work to be done in a number of hours. The company has found out that it will take 4000 hours of manpower and has subsequently divided the number of hours for different operations. Finally, the responsibility of the pre-determined quantum of work was given to different individuals according to their capabilities.

On the basis of given information about Bookmark Ltd., answer the following questions.

a) Identify the function of management highlighted in the above case and explain in detail.

b) Identify the two steps of this function of management indicated above by quoting the relevant lines.

Q29. 'New range' is a chain of departmental store in India with 56 outlets. It sells the best products at the lowest price. The human resource department takes care to select, train, motivate and retain the employees. Currently it has 170 full-time employees and 30 part-time employees. For top-level management employees are recruited through private consultants. These professional recruiters can entice the needed top executive from other companies by making the right offers. Employees appointed at the entry level are recruited through walk in. For that a notice is placed on a notice board specifying the details of the jobs available. New range also encourages present employees or their friends and relatives to refer candidates. They also visit some of the reputed educational institutions to hire some of the most talented and promising students as its employees.

New range shifts workforce from surplus department to those where there is shortage of staff instead of laying them off. Explain the various internal and external sources of recruitment used by new range to recruit its employees.

Q30. What is meant by 'Business Environment'? Explain 'Dynamic nature' and 'Uncertainty' and 'Inter relatedness' as features of Business Environment.

Q31. Nishant, the director of a garments company, is planning to manufacture bags for the utilization of waste material from one of his garment units. He has decided that this manufacturing unit will be set up in a rural area of Orissa 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. For this, he wants four different heads for sales, accounts, purchase and production. He gives an advertisement and short lists ten candidates per post after conducting different selection - tests.

Identify and state the next three steps for choosing the best candidate out of the candidates shortlisted.

Q32. A company X Ltd. manufacturing cosmetics, which has enjoyed a pre-eminent position in business, has grown in size. Its business was very good till 1991. But after that, new liberalized environment has seen entry of many MNC's in the sector. With the result the market share of X limited has declined. The company had followed a very centralised business model with directors and divisional heads making even minor decisions. Before 1991 this business model had served the company very well as consumers had no choice. But now the company is under pressure to reform. What organizational structure change should the company bring about in order to retain its market share?

How will the changes suggested by you help the firm?

Rohan is working as the production manager in High-Tech Pvt. Ltd. while working, he lays a lot of emphasis on good planning. While planning he uses foresight, intelligence and creativity. This leads to a high success rate for the projects that are under Mr. Rohan's control.

Before finalising any plan, he makes alternative plans, evaluates them and selects the best. In the process of planning he involves other managers too.

However, he knows that it is not necessary that his all plans will always be successful. He is also aware that sometimes the plans that he makes consume a lot of time and need to be changed keeping in mind changing environmental conditions.

On the basis of the given information about High - Tech Pvt. Ltd, answer the following questions:

- a) Which features of planning have been highlighted in the above case?
- b) Identify the limitations of planning that have been highlighted in the above case.

34. Dheeraj is working as 'operations manager' in Tefco Ltd. Name the managerial level at which he is working. State the functions he will perform as 'operations manager' in this company.