

BUDHA DAL PUBLIC SCHOOL PATIALA
Second Term Examination (23 January 2024)

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.
-
1. Many reputed business organisations keep a database of unsolicited applications in their offices. Identify the related external source of recruitment.
a) Campus recruitment b) Promotion c) Casual callers d) Direct recruitment
 2. Name the concept of management which refers to the inability of a business firm to meet its fixed obligations.
a) Return on investment b) Business risk c) Financial risk d) None of the above
 3. Which of the following is not an organisational objective of management.
a) survival b) growth c) profit d) generating employment opportunity
 4. One of the steps in the training procedure necessitates that the investor has to deliver the shares sold or pay cash for the shares brought. This should be done immediately after receiving the contract note or before the day when the broker shall make payment or delivery of shares to the exchange. This is known as _____.
a) Pay in day b) Pay out day c) Order confirmation slip d) Unique code number
 5. Aditya bought a pack of juice from a shop in the local market. He noticed that on the back it was mentioned that once the pack is opened, the juice should be consumed within four days. Identify the consumer rights being promoted by the company
a. Right to information
b. Right to consumer education
c. Right to be heard
d. Right to choose
 6. As the financial leverage increases
a. The cost of fund declines
b. The financial risk declines,
c. Both a and b
d. None of the above
 7. The growing awareness about healthcare has led to enquiries in the demand for the 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

8. _____ refers to process by which skills and abilities of employees to perform specific jobs are increased.

- a) Training b) Selection c) Development d) Both a and c

9. Running a political organisation and an economic organisation both require effective management. Which management feature is reflected in the given statement?

- a. Management is goal oriented
b. Management is multi-dimensional
c. Management is all pervasive
d. Management is a group activity

10. Which Principle of scientific management discards the old approach of rule of thumb?

- a. Harmony, not discord,
b. Cooperation, not individualism
c. Science, not rule of thumb
d. Either a or c

11. The element of delegation, which relates to the obligation of the subordinate to properly perform. The assigned duty is known as –.

- a) Authority b) Accountability c) Responsibility d) Centralisation

12. Himesh is a senior manager in a software consultancy firm. He regularly prepares performance reports of his subordinates as part of appraisal. The step of controlling process highlighted here is

- a. Measuring performance,
b. Comparing performance against standards,
c. Analysing deviations
d. Taking corrective action.

13. After obtaining the post graduate degree in the subject of business environment. Mr Saksham Miglani was appointed as a manager in the company. He noticed that the market changes taking place very fast were having a negative impact on the company. Taking advantage of office ability, he made a thorough study of the business environment. Based on his study, he prepared a formula to cope with the rapid changes taking place. Within no time, the negative impact on the company of the changes, taking place, disappeared. Now the company is running successfully Identify the point of importance of the business environment highlighted in the above event.

- a. It helps the firm in identifying the threat and early warning signals
b. It enables the firm in identifying opportunities and getting the first mover advantage.
c. It helps in tapping useful resources.
d. It helps in coping with rapid changes.

14. The objective of – is to create a pool of prospective candidates, from which the best candidate can be selected.

- a) Selection b) Placement c) Training d) Recruitment

15. Which function is highlighted in the line, “SEBI regularly inspect the various elements of trading and also conducts the brokers enquiries”?

- a) Protective b) Developmental c) Regulatory d) None of the above

16. Which type of organisational structure will you suggest for a firm which has diversified activities and operations requiring a high degree of specialisation?

- a) Centralised b) Decentralised c) Divisional d) Functional

17. Which statement is incorrect about relationship between planning and controlling?

- a. Planning without controlling is meaningless, controlling without planning is blind
b. Planning is prescription, controlling is evaluative
c. Planning and controlling are separable Twins of management
d. Planning and controlling are interrelated and interdependent.

18. Find wants and fill them is a concept of marketing management.

- a) Marketing b) Societal c) Product d) Production

19. Dheeraj Madan works as a human resource manager in 'Busy B' Ltd. He gives due care in designing jobs, so that it offers a meaningful work experience by assuming a diversity of work content requiring higher level of knowledge. Identify the type of incentive being adopted by the company.

- a. Employee recognition program
b. Organisational climate
c. Career advancement, opportunities,
d. Job enrichment

20. Micromax was India's largest seller of mobile handset. It launched low-cost Chinese manufacturing with some smart packaging and features like long lasting batteries and dual Sim functionality to garner 20% market share in India's value conscious mobile handset market. Identify the two types of plans being described in the above lines.

- a. Strategy and objective
b. Rule and programme
c. Programme and objective
d. Method and objective

21 Sangeeta is working as a physics teacher in a reputed school in Jaipur. She is very happy to see that the school magazine addition of the current year contains a special mention about the efforts she had made to make her team of students win an international level model making competition.

In the context of the above case

- a. Identify and explain element of one of the functions of management being discussed above
b. Identify the type of incentive and its category mentioned above

22. The government is considered a pioneer proposal to launch a single debit cum credit card to increase the ease and usage of the consumers. The card which will be called the 'National Mobility Card' will have unique advantages for making the payments in Metro, buses, parking, and making transactions during visits abroad. After hearing this news, Mega bank decided to launch a Mega Mobility Card on similar lines, so that they could be first to exploit the opportunity arising due to the increasing trend of digitisation. In order to improve their performance, they laid down a plan to hire more people in their marketing department and prepared guidelines to train their salesforce to market. The new card facility being launched by the bank.

By quoting the lines, identify and explain any two points of importance of understanding business environment discussed above.

23. Mrs. Anu Arora bought a recliner from an online store for ₹50,000 as a birthday gift for our son. In spite of paying the full price of the product online, the recliner was not delivered at her residence on the due date. When all the efforts to pursue the matter with the Store over a period of one month failed, she filed a case in the district commission. The district commission held that Mrs. Anu Arora had experienced deficiency of service by the Store as there was delay in handling of physical position of the recliner and was entitled to compensation. In context of the above case

- a. Identify and explain the two consumer rights which were being discussed above.
- b. State any other relief for which the court may give directions to the store beside the one stated above.

24. PQR Limited is engaged in manufacturing machine components. The target production is 200 units per day. The company had been successfully attaining this target until two months ago. Over the last two months, it has been observed that daily production varies between 150 -170 units.

- a. Identify the management function to rectify the above situation.
- b. State the steps involved in the process of the function identified in part 'a'.

25. Noori owns a garment factory in Gurugram. She has observed that frequent conflicts emerge between production and marketing department which adversely affects the sale of the company. When she shared this problem with her father, he told her that these conflicts arise due to the fact that each department is performing activities, in isolation from others and barriers between departments are becoming more rigid.

In context of the above case

- a. Identify and explain the quality of management, which is lacking, because of which each department is performing activities in isolation from others
- b. Also explain any two features of the concept as identified in part 'A' of the question.

26. Mega Limited holds an annual management programme every year in the month of March in which the top managerial personnel formulate plans for the next year by analysing and predicting the future to meet the future events effectively. As they are responsible for providing direction to the organisation, facts are thoroughly checked using scientific calculations. Detailed plans are prepared after discussion with the professional experts. Preliminary investigations are also undertaken to find out the viability of the plan. Since it is an intellectual activity requiring intellect in intelligent imagination and sound judgement so it is mainly done by the top management. Usually rest of the members just implement the plans. Middle level managers are neither allowed to deviate from the plans, nor they are permitted to act on their own. The top management shows that the expenses incurred in forming the plans, justify the benefit derived from them. State any two limitations and any two features of planning discussed in the above paragraph.

27. The workers of Garia Limited are unable to work on new computerised machines imported by the company to fulfil the increased demand. Therefore, the workers are seeking extra guidance from the supervisor and the supervisors are overburdened with frequent calls of the 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 decisions of the supervisors.

28. Describe briefly Maslow's need hierarchy of motivation.

29. Hari Limited owns an amusement park in Lucknow. Till now the company had been operating an owner fund. Keeping in view its plans to set up the two or more amusement parks in the country. The company raised capital to take advantage of trading on equity. The proportion of debt in the total capital of the

company is 30%. The debt has been raised at the rate of 12%, whereas the return on investment is 10%. However, even after employing that the earning per share i.e. EPS of the company is falling.

In context of the above case

- a. Identify explain the two types of financial decisions taken by the company.
- b. Why do you think that even after employing debt, the earning per share i.e. EPS of the company is falling
- c. State anyone factor which favoured the issue of debt by the company.

30. Geetika book two Coach seats online through the website of the transport company from Delhi to Nainital. As per schedule its departure time was 9:30 AM. The description on the website stated that the coach would have full on-board services hosted by a steward with individual LCD screen preloaded with movies. One day before the trip, she was informed the departure time would be delayed by two hours as the bus had broken down. When Geetika finally boarded the coach, she was told that it was free seating, despite having booked the seats online. She eventually had to sit in a seat that was dirty. She literally realised that the LCD monitor screen at her seat was not working. For the more there was no Wi-Fi services as promised on board. After the trip, Geetika provided her feedback to the company and requested for a refund for the unsatisfactory services rendered. Since the company refused to offer any relief, she has decided to file a case as it is an unfair practice for the business to make misleading or false claim in relation to the consumer transaction.

In context to the above case

- a. Identify the responsibility of the consumer being fulfilled by Geetika.
- b. According to you at which level of redressal machinery should Geetika file the case?
- c. Suggest any two relief that the court may provide to Geetika in case it is convinced about the genuineness of the complaint.

31. Which function of management helps in obtaining the right people and putting them on right jobs? Explain any five points of importance of this function.

32. Explain any four factors which affect the fixation of price of the product.

33. Infocomm has diversified itself into several product lines. Telecommunications, engineering and financial services. Each subsidy is self-sufficient with their own administrative functions, propagating the relief that people can assume the responsibility for the effective implementation of their decisions and should be given autonomy. This reduced the need for direct supervision, by supervisors and has promoted flexibility, Initiative and faster decision making. The orders of customers are never delayed, as a result of good policy decisions of top management.

- a. Identify & explain the concept, discussed above and also explain two points of importance of concept being discussed.
- b. Name and briefly explain a suitable framework for a company within which the managerial and operating task are to be performed.

34. Stock exchange act as a regulator of the securities market. It is a market where the securities are bought and sold. It gives investors the chance to disinvest. Through this process of disinvestment and reinvestment savings get channelised into their most productive investment avenues, to ensure that the investing public gets a safe and fair in the market. The membership of the stock exchange is very regulated and its dealings are well defined according to the existing legal framework. It also ensures wider share of ownership by relating new issues, better practises and taking effective steps in educating the public about investments.

Various functions performed by the stock exchange are discussed in the above paragraph. By quoting the lines from the above paragraph, state any four functions of the stock exchange.