

D.A.V. INSTITUTIONS, CHHATTISGARH

SAMPLE QUESTION PAPER-02: 2023-24

CLASS –XII

SUBJECT: BUSINESS STUDIES [054]

Time Allowed: 3 Hours


Maximum Marks: 80

General Instructions:

1. This question paper contains 34 questions.
2. Marks are indicated against each question.
3. Answers 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.

1	1. Rajkumar purchased the raw material required by the company in which he is the purchase manager at a higher price from a relative. Which principle of management is violated here? (a)Equity (b)Discipline (c) Order (d)Subordination of individual interest to general interest	1
2	To conserve tigers,Air express started an earnest awareness campaign 'Save our Tigers'. Which objective of management is highlighted here? (a) Personal (b) Organisational (c) Social (d) Both (b) and (c)	1
3	Choose the incorrect statement from the following? (a) Management is a goal-oriented process (b) Management is a rigid process (c) Management is a dynamic process (d) Management is a continuous process	1
4	Organisation helps in maintaining_____ in working relationships. (a) complexity (b) uncertainty (c) ambiguity (d) clarity	1
5	Which is the third step in the process of organisation? (a) Assignment of duties (b) Departmentalisation (c) Division of work	1

	(d) Establishing reporting relationship																	
6	Developing premises is a step in which function of management? (a) Staffing (b) Controlling (c) Organising (d) Planning	1																
7	The process of introducing the selected employee to other employees and making him familiar with rules and policies of the organisation is known as (a) career planning (b) promotion (c) orientation (d) compensation	1																
8	_____ function is concerned with the important decision of managing inventory. (a) Promotion (b) Physical distribution (c) Product (d) Price	1																
9	Match the following on the basis of 'Limitation of Planning'. <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 65%;">Column I</th> <th style="width: 5%;"></th> <th style="width: 25%;">Column II</th> </tr> </thead> <tbody> <tr> <td>A.</td> <td>Plans are drawn up with heavy expenses</td> <td>(i)</td> <td>Rigidity</td> </tr> <tr> <td>B.</td> <td>Plans decided by top level may not be changed by managers</td> <td>(ii)</td> <td>Huge cost</td> </tr> <tr> <td>C.</td> <td>Planning leads to delay in action</td> <td>(iii)</td> <td>Time consuming</td> </tr> </tbody> </table> <p>Codes : A B C (a) (iii) (ii) (i) (b) (i) (ii) (iii) (c) (ii) (i) (iii) (d) (ii) (iii) (i)</p>		Column I		Column II	A.	Plans are drawn up with heavy expenses	(i)	Rigidity	B.	Plans decided by top level may not be changed by managers	(ii)	Huge cost	C.	Planning leads to delay in action	(iii)	Time consuming	1
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10	Who gave the concept of scientific management? (a) Philip Kotler (b) F W Taylor (c) Henry Fayol (d) Seymour	1																
11	Zoya Fashion Private Limited has, in advance, given targets to all its employees. This has led to more focused approach resulting in saving of resources. All the employees are, therefore, happy and satisfied. Which importance of planning is highlighted in the given case? (a) Planning provides direction (b) Planning promotes innovative ideas (c) Planning facilitates decision-making (d) Planning reduces the risk of uncertainty	1																
12	Uma works as the production manager in a company. Due to excess work, he transfer some of his authority of performance to his subordinate, Rajesh. However, the company did not like this move as most of the decisions are taken by top level management in the organisation. This created rumours in the organisation about the possible termination of Uma. It was later clarified that no such step was taken by the top management. Which type of structure is highlighted in the line, "Uma works as the production manager in a company"? (a) Divisional (b) Functional (c) None of the above (d) Both of the above	1																
13	Management helps in achieving group goals." This is (a) an importance of management	1																

	<p>(b) one of the features of management (c) meaning of management (d) one of the concepts of management</p>	
14	<p>Newone Solar Limited was operating its business in London. The company started exporting its products to India when the Prime Minister announced relaxation in import duties on solar products. The company also appointed retailers in India who had a direct on-line links with the suppliers to replenish stocks when needed. Identify the dimension(s) of business environment highlighted in the given case.</p> <p>(a) Political environment (b) Economic environment (c) Both (a) and (b) (d) None of the above</p>	1
15	<p>Arrange the correct sequence of motivation process in order.</p> <p>(i) Tension (ii) Drives (iii) Search Behaviour (iv) Unsatisfied need (v) Satisfied need (vi) Reduction of tension</p> <p>(a) (i), (iv), (ii), (iii), (v), (vi) (b) (i), (ii), (iv), (iii), (v), (vi) (c) (i), (ii), (iii), (iv), (v), (vi) (d) (iv), (i), (ii), (iii), (v), (vi)</p>	1
16	<p>Ishaan is a sales manager in DC enterprises. He encourages the rest of 10 team members to set their own objectives and takes decision. He respects the opinions of others and supports them in performing their duties. He interacts with them on personal level about work related issues as well as other topics not related to work or organisation. He doesn't follow a proper chain of command while interacting with them. Ishaan follows which type of leadership style?</p> <p>(a) Laissez-Faire (b) Autocratic (c) Democratic (d) Both (b) and (c)</p>	1
17	<p>5. Identify the responsibility of consumers from the picture above in which the doctor is suggesting the surgery to his patient.</p> <p>(a) Be honest in your dealings</p> <div style="text-align: center;">  </div> <p>(b) Learn about the risk associated with product and services (c) Respect the environment (d) Assert yourself to ensure that you get a fair deal.:</p>	1
18	<p>Mr. Romesh Bhandari talks to existing employees for information about candidates in their knowledge who can be recruited in organisation. Which method of recruitment is highlighted here?</p> <p>(a) Casual callers (b) Labour contractors (c) Recommendations from present employees (d) Campus recruitment</p>	1

19	<p>Which of the following statements is incorrect with respect to business environment?</p> <p>(a) Business environment is dynamic in nature which keeps on changing (b) Business environment is easy to understand in totality (c) Business environment is the sum total of all the factors external to a business firm (d) Business environment is uncertain as it is difficult to predict the future environmental changes.</p>	1
20	<p>Statement I: Social, legal, technological and political conditions are the specific forces of business environment. Statement II: They have impact on all business enterprises and thus may affect an individual firm only indirectly. Alternatives :</p> <p>(a) Both statements are true (b) Both statements are false (c) Statement I is true and Statement II is false (d) Statement I is false and Statement II is true</p>	1
21	<p>Anushka, a school bag manufacturer, decided to improve the product for profit maximisation and thus, added a water bottle holder to the existing design.</p> <p>(i) Identify the marketing management philosophy adopted by Anushka. (ii) Explain this philosophy on the basis of (a) Main focus (b) Means and ends</p>	3
22	<p>“Money is not the only motivator”, then what else is required to motivate employees? Explain by giving any two points. OR, Write the meaning of motivation along-with its process. Also, name the person who gave Need Hierarchy Theory.</p>	3
23	<p>Mr. Devraj, who is a vegetarian, went to a newly opened snacks corner. He asked the waiter for a menu but the waiter informed him that the menu cards are in printing. Then Mr. Devraj specifically asked for the options available for vegetarians. The waiter informed him about the available options and Mr. Devraj choose a particular sandwich. He again specifically asked the waiter if the sandwich was veg, to which the waiter replied affirmatively. While eating, he found that the snack had non-vegetarian content. The packaging of the product did not display that the product had non-vegetarian content. Will Mr. Devraj be able to claim compensation? Which right of the consumer is violated here?</p>	3
24	<p>Explain how controlling helps in (i) accomplishing organisational goals. (ii) judging accuracy of standards. OR, Explain any three importance of directing in an organisation.</p>	3
25	<p>You are a consumer. As per your view-points, what is consumer protection? Also state any three responsibilities of a consumer.</p>	4
26	<p>Best Decor Home is a furniture manufacturing company. The company has been able to earn substantial profit, yet they did not share their profits with the workers. This led to growing unrest among them leading to fall in productivity and also the quality of their work. Due to this, the company started facing the problem of falling revenues. Their HR manager Mr Revanth advised the management to follow the principle of mental revolution. Is the advice of HR manager appropriate? Elucidate. OR,</p>	4

	<p>"It can be said that management has some characteristics of profession, but it is still not a full fledged profession." Comment whether this statement is true or false. Also give three reasons in support of your answer.</p>	
27	Discuss the importance of marketing in the growth of a firm and economy.	4
28	<p>SVG Auto Private Limited is setting up a new plant in India, for manufacturing auto components. India has a highly competitive and cost effective production base in this sector. Many reputed car manufacturers source their auto components from here. SVG Auto is planning to capture about 40% of the market share in India and also export to the tune of at-least \$ 5 million in about 2 years of its planned operations. To achieve these targets, it requires a highly trained and motivated work force. You have been asked by the company to advise it in this matter. Which function of management helps in obtaining right people and putting them on the right place/jobs? Explain any two benefits of this function.</p>	4
29	<p>Define stock exchange and explain two features of stock exchange.</p> <p style="text-align: center;">OR</p> <p>Explain the concept of capital structure and state how cost of debt affects it.</p>	4
30	<p>Mr. Harsith, a social activist, was concerned with the pollution caused by the use of polythene bags. These bags are non-biodegradable and are a great threat for the water bodies and also adversely affect the quality of soil. To ban the use of these bags, he filed a writ petition in the court.</p> <p>The court also identified the threats caused by these bags and passed an order banning the use of these bags as these bags are creating many environmental problems which affect the life of people in general and society in general is more concerned about quality of life. The government decided to give subsidy to jute industry to promote this business and innovative techniques are being developed to manufacture jute bags at low rates with more innovation and better technology, GDP of country is expected to rise.</p> <p>Identify the different dimensions of business environment by quoting the lines from the above particulars.</p>	4
31	Explain any six factors affecting the decision that determines the amount of profit earned to be distributed and to be retained in the business.	6
32	<p>The first step in the process of planning is setting objectives. After that development of premises is done. Then various alternatives are identified. Explain the further process (steps) required to complete the process.</p> <p style="text-align: center;">OR</p> <p>Distinguish between formal and informal organisation.</p>	6
33	<p>Zoya is running a successful business of providing high-end beauty services to the upper section of society. Her parlour boasts of innovative beauty products. She has an in-house training programme for new employees.</p> <p>Also, she believes in high standards of performance and shares her profits with her employees. She also gives them yearly bonus and salary hikes. But still she feels that her employees are not as motivated as she wants them to be.</p> <p>(i) Are financial incentives the only way to motivate employees?</p> <p>(ii) What are non-monetary incentives?</p>	6

(iii) State and explain any four non-monetary incentives which contribute to the performance of employees.

OR

Staffing is one of the most complex and crucial step which ensures success of any business organisation. Staffing requires a lot of time and efforts. Briefly explain first six steps involved in the process of staffing.

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| 34 | 6. Rashmi Furniture is a renowned company in Sadar Bazar of Delhi for manufacturing quality furniture. From last 20 years, Rashmi Furniture has occupied the No. 1 position in the market. It also specialised in imported furniture besides domestic one. It manufactures for both commercial and residential/ domestic use. For this, company has hired two managers one each for commercial department and residential department. Mr. Sahani, who is the incharge of manufacturing furniture for commercial purpose, got the target of manufacturing 100 pieces of office tables from a corporate house. To achieve this target, Mr. Sahani has to operate on double shifts due to power failure most of the time. He is able to manufacture 100 pieces of office tables but at a higher production cost. Whereas, Mr. Chopra, who is the incharge of manufacturing furniture for residential/domestic use, got the target of manufacturing 50 double beds for one Ashram in Vrindavan. Mr. Chopra concentrated more on manufacturing beds with fewer resources (i.e., cutting down the cost of production) due to which he could not achieve his target.
(a) From the two, which manager is effective but not efficient? Why?
(b) Name the manager who is efficient but not effective. Give reason also.
(c) What should be the ideal aim of managers in given situations? | 6 |
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