



# St. Xavier's Sr. Sec. School

Delhi-54

**Pre Board Examination 2016**  
**Std. 12**  
**11-01-2016**

**Set 2**

**Max. Marks : 80**  
**Time : 3 hrs.**

## **BUSINESS STUDIES**

1. Name the communication network in which all subordinates under a superior communicate through him only and the subordinates are not allowed to talk among themselves. 1
2. What is meant by trading on equity? 1
3. At which level of packaging, the immediate container is referred to? 1
4. Name the major determinant of investment decision. 1
5. What is the basic task of top level management? 1
6. What is "Performance Appraisal"? 1
7. "Availability and affordability of product " and "Product quality improvement" are the means of two important philosophies of marketing management. Identify them. 1
8. The Consumer Protection Act 1986 provides a number of reliefs to the consumers. Which right is provided by this? 1
9. Explain any three functions of stock exchange. 3
10. Explain briefly any three components of promotion mix. 3
11. It can be defined as a process which coordinates human efforts, assembles resources and integrates both in a unified whole to be utilised for achieving specified objectives . Identify it and explain its importance by giving any two points. 3
12. Explain any three protective functions of SEBI. 3
13. Distinguish between 'New issue Market' and Stock Exchange'. (any three points) 3
14. Explain the following factors affecting financing decision: 4  
(i) Cost (ii) Risk consideration.
15. How do 'choice of technique' and 'nature of business' affect fixed capital requirement of a company? 4
16. Successful organisations do not achieve their goals by chance but following a deliberate process identified and explain its importance by giving any three points. 4
17. An electronic company manufacturing TV and Refrigerator wants to bring two new products Washing machines and ACs in the market. For each product separate division are to be set up.



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- Incharge of working machine division will be female and disabled person respectively.
- (a) Which values have been considered here?  
(b) Give two advantages of divisional structure. 4
18. State any four points of importance of business environment. 4
19. Explain the meaning of 'planning' in management. Identify the steps involved in planning process from the following:  
4  
(i) Manager is required to make certain assumptions about the future.  
(ii) This is the real point of decision-making.  
(iii) Under this step, managerial functions come into picture and involves for labour and purchase of machinery.
20. Explain the remedies available to consumers on their complaints. 5
21. A company is manufacturing paper plates and bowls. It produces 1,00,000 plates and bowls each day. Due to local festival, it got an urgent order of extra 50,000 plates and bowls. Advise how the company will fulfil its order. Which method of recruitment would you suggest and why? Also distinguish between recruitment and selection on the basis of  
(i) nature of process (ii) meaning 5
22. Identify and explain the following principles of management:  
5  
a) Following it will minimise the need for penalties and not following it will result in a loss of coordination.  
b) Prosperity for the employer cannot exist for a long time unless it is accompanied by prosperity for the employees. Both should be part of the family.
23. Which two steps in the process of controlling are concerned with compelling events to conform to the plan? Explain any four benefits of management by exception.  
(OR)  
It helps to minimise dishonest behaviour on the part of the employees by keeping a close check on their activities. Mention the importance of controlling indicated here and explain any two other points of importance of controlling. 6
24. The workers of X Ltd. always try to show their inability when any new work is given to them. They are always unwilling to take up any kind of work. Due to sudden rise in demand a firm wants to meet excess orders. As a supervisor, what role will you perform/play to cope with the situation? Explain any six points.  
(OR)  
Identify the incentive and the type of incentive in the following cases:  
(i) It is an incentive offered over and above the wages/salary to the employees.  
(ii) Employees are offered company shares at a set price which is lower than market price.  
(iii) Giving authority, responsibility and prestigious job to the employees.  
(iv) Employees are offered car allowance, housing, medical aid, and education to the children.



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- (v) Giving individual autonomy, reward orientation, risk-taking, etc to the employees.
- (vi) Installing award or certificate for best performance. 6

25. "The elements of marketing mix are popularly known as 4 P's of marketing".  
Explain briefly these elements of marketing mix.

(OR)

"Expenditure on advertising is a social waste." Explain any four reasons in support of this statement. 6

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