

PRE-BOARD EXAMINATION II (2019-'20)

CLASS: XII

BUSINESS STUDIES (054)

Marks:80

Time :3 Hours

General Instructions:

1. Answer to questions carrying 1 mark may be from one word to one sentence.
 2. Answer to questions carrying 3 marks may be from 50 to 75 words.
 3. Answer to questions carrying 4-5 marks may be about 150 words.
 4. Answer to questions carrying 6 marks may be about 200 words.
 5. Attempt all parts of a questions together.
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SECTION A

- 1) In modern sense, which of the following refers to a set of actual and potential buyers of a product or service? 1
(i) Marketing,(ii)Market,(iii)Sales,(iv)Place.
- 2) Which of the following is not a philosophy of marketing management? 1
(i) Product Concept,(ii) Selling Concept,(iii) Production Concept,(iv) Quality Concept.
- 3) After sale service such as handling of complaints, maintenance services etc. are popularly known as 1
(i) Promotion,(b) Storage and warehousing,(iii) Branding,(iv) Customer support services.
- 4) Selection is regarded as a 1
(i)Positive process,(ii) negative process,(iii)neutral process.
- 5) Recruitment of employees from within the organization is known as 1
(i) Foreign source recruitment,(ii)External source of recruitment,(iii)Internal source of recruitment,(iv)National source of recruitment.
- 6) The step of selection which helps the manager to eliminate unqualified candidates are known as 1
(i)Selection Decision,(ii) Selection tests,(iii)Employment interview,(iv)Preliminary screening.
- 7) Written document which includes job title,duties and other details of job is known as 1
(i) contract of employment,(ii) medical examination,(iii) contract for service,(iv) contract for procurement.

- 8).....is the act of stripping or discontinuing a currency unit of its status as legal. **1**
(i)Remonetisation,(ii)Demonetisation,(iii)Rematerialisatio,(iv)Dematerialisation.
- 9).....refers to the transfer of assets or services functions from public to private ownership. **1**
(i)Globalization,(ii)Liberalization,(iii)Disinvestment,(iv) Privatization.
- 10) XYZ Ltd gives promotion on the basis of seniority. Which type of plan is it? **1**
(i)Budget,(ii)Rule,(iii)Policy,(iv)Method.
- 11) Thread is the most important tool in garland. Similarly in management, which concept plays the role of a thread?
- 12) Explain management as an intangible force. **1**
- 13) Mital Organization Pvt.Ltd targeted to produce 10,000 cell phones per month at a cost of Rs.5,000 per phone. The production manager achieved this target @ Rs.5,200 per unit. Is the manager successful? **1**
- 14)Organizing leads to systematic allocation of jobs amongst the workforce. Which importance of organizing is stated here? **1**
- 15)Interaction among people at work gives rise to a network of social relationships among employees, called informal organization. What benefits are achieved through such an organization? **1**
- 16)If in Krishna Ltd. the existing machinery is defective and because of it, production unit is unable to achieve the set target, what step should the company take? **1**
- 17)What is meant by Bridge Financing? **1**
- 18)Anu Ltd is engaged in the production of soft drinks and health drinks.The company's operations are effectively managed and it is earning a good rate of return on a regular basis. Unfortunately,the equity shareholders do not get a fair return on their capital employed. Suggest a remedy as a financial expert of the company's Finance Department. **1**
- 19)Natasha purchased a medicine from a renowned medical store 'Sai Medicos' for his son who was suffering from viral infection. After giving the medicine, the condition worsened and he was hospitalized.The doctor informed her that the medicine given to him was spurious. On complaining to 'Sai Medicos', they decided to file a case against the manufacturer. Can 'Sai Medicos' do so? Why or why not? **1**
- 20) Sujith found impurities in bottle soft drink purchased by him. He approached the redressal forum. Name the right excercised by him. **1**

SECTION B

- 21) An automobile company is facing the problem of declining market share due to excessive competition, as a result of liberalization and globalization. To overcome this crisis, the company has decided to launch new models/products with attractive features at competitive prices. For this purpose, the top management framed a strategy. In your opinion, will it guarantee success? Give reasons. **3**
- 22) Anju is working in an organization. After every quarter, the manager shifts her from one department to another, so that she may gain a broader understanding of all the departments. Name and explain the method of training she is undergoing. **3**

OR

Which method of recruitment will be suitable in following cases:

- (i) When vacancies arise, company makes use of unsolicited applicants.
 - (ii) Recruitment by which most of senior positions of industry are filled.
 - (iii) When there is bulk order, casual vacancies of unskilled jobs arise.
- 23) Kural, the manager of Unitech Ltd., wants to become a successful leader in his organization. What qualities does he require to inculcate in himself for this? **3**
- 24) Ranjan Automobiles, a 50 years old company, is witnessing a boom in the recent years due to growth in the Indian economy. The income of middle class is rising. More people can afford to buy vehicles. In order to expand its business, the company now decides to go public.
- (i) List out any three methods by which the company can do so?
 - (ii) Also, identify one dimension of business environment discussed here. **3**
- 25) Elpha Pharma is a leading company engaged in manufacturing digestive syrups. The company packs the syrup in a bottle and then in a cardboard box. Further, while in transportation, these are packed in corrugated boxes and distributed to the respective intermediaries. Identify the three levels of packaging and state the function of each. **3**

SECTION C

- 26) Retailing in India is on a rising trend and many companies have planned for investment in this sector. This is because of a rise in customer's income, favourable taste for better

quality products and most importantly, the liberalization of the economy allowing cent percent direct investment in some sectors of the economy.

Identify the elements of business environment, stating lines from the paragraph. **4**

27) Directing refers to the process of instructing, guiding, counselling, motivating and leading people in the organization to achieve its objectives. Discuss the importance of directing. **4**

OR

Explain “ Money is not the only motivator” in context of motivation of employees of an organization.

28) Differentiate between Capital Market and Money Markets on the basis of meaning, instruments, return and risk. **4**

SECTION D

29) Kids Zone Pvt. Ltd is a company manufacturing toys, enjoying a good market reputation. It has a functional organization with separate departments for production, finance, marketing and human resource.

Lately, to use its brand name and to cash on new business opportunities, it is thinking to diversify into manufacturing of electronic toys.

(i) What change must be brought in the organization structure?

(ii) Explain any four benefits of adopting such a change. **5**

OR

“Organising is the harmonious adjustments of specialized parts of the accomplishment of some common purpose or purposes.” In the light of this statement, explain any four points of importance of organizing.

30.) Mahindra Ltd. is one of the leading companies in automobile sector. The company lately closed its incentive schemes to enjoy profits solely. This resulted in inefficiency of workers.

(i) What was the reason behind the poor performance of workers?

(ii) What steps can be taken now to motivate worker? (Any four) **5**

31.) Bharati retails gets 15-20% of sales from private labels and hopes to raise it to 30% in future. Introduction of more labels may help Bharati follow its partner, Wal Mart’s everyday low price philosophy. On an average, Bharati stores offers 10-20% lower prices

on private labels as against national brands. Why do you think labelling is important?

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OR

Pricing is one of the most important part of marketing management. Incorrect price of a product can lead to reduction in sales. In the light of this statement, explain any five factors to which the marketer should pay attention before fixing the price of a product.

SECTION E

32. Relax Ltd. is engaged in the production of processed foods, gaining a large market share due to its growing demand. In order to fulfil the demand, the company directed its workforce to work overtime. But, due to the increased pressure of work, efficiency of the workers declined. Sometimes, each worker is getting instructions from more than one superior. Divisions that were working on one product were now working on more products. The workers were becoming indisciplined and took no chance to improve productivity. Identify any four principles violated in the above case and explain them.

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33. Arun, who is engaged in transport business, wants to diversify and expand his business. Identify the factors that would be considered for determining the working capital requirements of the business, stating suitable reasons.

OR

Akbar Ltd. is engaged in production and distribution of Bollywood movies. Now it is aiming in entering South Indian movies market too. To fund the projects, the management takes a decision to raise money for long-term capital needs of businesses from certain sources;

(i) Identify different sources of long-term capital.

(ii) Discuss any five factors that affect the financing decision.

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34. What is meant by 'Public relations'? What role public relations play in promotion of an organization?

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