

# D.A.V. INSTITUTIONS, CHHATTISGARH

## SAMPLE QUESTION PAPER-06: 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	Identify the statement that defines the techniques of management. a. It is a set of guidelines to take decisions and actions. b. It is a procedure which involves a series of steps to be taken. c. They are general rules for behavior of individual. d. None of the above.	1
2	The growing awareness about healthcare has led to an increase in the demand for 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. Inter-relatedness	1
3	Which of the following is not a demerit of functional structure? a. It places more emphasis on the objectives pursued by a functional head than on overall enterprise objectives. b. It may lead to conflict of interests among departments due to varied interests. c. It leads to occupational specialization d. It leads. to difficulty in co-ordination among functionally differentiated departments.	1


4	<p>Assertion (A) controlling is regarded as goal-oriented process.</p> <p>Reason (R) controlling ensures that an organizations resources are effectively utilized for achievement of goal.</p> <p>Alternatives:</p> <p>a. Both assertion (A) and reason (R) are true and reason (R) is the correct explanation of assertion (A)</p> <p>b. Both assertion (a) and reason (R) are true but reason (R) is not the correct explanation of assertion (A)</p> <p>c. Assertion (A) is true, but reason (R) is false</p> <p>d. Assertion (A) is false, but reason (R) is true</p>	1																							
5	<p>Fiscon electrical Ltd was operating its business in London. The company started exporting its products to India when the Prime Minister announced relaxation in import duties on electrical 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. Economic Environment                      b. Political Environment</p> <p>c. Both (a) and (b)                              d. None of the above</p>	1																							
6	<p>Match the following:</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;">Column I</td> <td style="text-align: center; width: 50%;">Column II</td> </tr> <tr> <td>a. Critical point control</td> <td>i) Unrealistic standards and defective process may by the reason for the deviations</td> </tr> <tr> <td>b. Taking corrective action</td> <td>ii) Control system should focus on key result areas.</td> </tr> <tr> <td>c. Analyzing deviations</td> <td>ii) If deviations cannot be corrected through managerial action, the standards may have to be revised.</td> </tr> </table> <p>Codes:</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">B</td> <td style="text-align: center;">C</td> </tr> <tr> <td>a) (i)</td> <td>(ii)</td> <td>(iii)</td> </tr> <tr> <td>b) (iii)</td> <td>(i)</td> <td>(ii)</td> </tr> <tr> <td>c) (ii)</td> <td>(iii)</td> <td>(i)</td> </tr> <tr> <td>d) (i)</td> <td>(iii)</td> <td>(ii)</td> </tr> </table>	Column I	Column II	a. Critical point control	i) Unrealistic standards and defective process may by the reason for the deviations	b. Taking corrective action	ii) Control system should focus on key result areas.	c. Analyzing deviations	ii) If deviations cannot be corrected through managerial action, the standards may have to be revised.	A	B	C	a) (i)	(ii)	(iii)	b) (iii)	(i)	(ii)	c) (ii)	(iii)	(i)	d) (i)	(iii)	(ii)	1
Column I	Column II																								
a. Critical point control	i) Unrealistic standards and defective process may by the reason for the deviations																								
b. Taking corrective action	ii) Control system should focus on key result areas.																								
c. Analyzing deviations	ii) If deviations cannot be corrected through managerial action, the standards may have to be revised.																								
A	B	C																							
a) (i)	(ii)	(iii)																							
b) (iii)	(i)	(ii)																							
c) (ii)	(iii)	(i)																							
d) (i)	(iii)	(ii)																							
7	<p>Beauty products Ltd. is a natural and ethical firm that specializes in providing organic bathing items for men and woman. The company uses plant based elements in its goods and is the country's leading organic brand. It not only meets the needs of its clients, but it also believes in environmental conservation as a whole. Determine the marketing</p>	1																							

	<p>management philosophy that ‘Beauty products Ltd’ employs.</p> <p>a. Social marketing concept                      b. selling concept</p> <p>c. production concept                                      d. product concept</p>	
8	<p>Keeping in view the changes in the consumer demands and preferences ‘Tastemaker Bakery’ has reduced the sugar and fat content in its products. This approach of business shows that management is:-</p> <p>a. An intangible Force                                      b. A group activity</p> <p>c. A dynamic Function                                      d. A multidimensional activity</p>	1
9	<p>Which of the following is a feature of demonetization?</p> <p>a. Tax administration Measure    b .Channelizing saving into the formal financial system</p> <p>c. Development of less-cash economy                      d. All of the above</p>	1
10	 <p>The image signifies .....right of consumers,</p> <p>(a) Right to safety (b) right to consumer education (c) right to be heard (d) right to choose.</p>	1
11	<p>In order to get feedback about its new product launch, Taggi Limited conducted an online survey through a short questionnaire. Identify the marketing function being mention in the given line.</p> <p>a. Gathering and analyzing market information                      b. Marketing Planning</p> <p>c. Product designing and development                      d. Packaging and labelling.</p>	1
12	<p>Under this method of floatation in the primary market. A subscription is invited from the general public to invest in the securities of a company through the issue of advertisement.</p> <p>a. Private Placement                                      b. Offer through a prospectus</p> <p>c. Offer for sale                                      d. All of the above</p>	1
13	<p>Jaykant is holding 100 shares of company. He has been given a privilege offer to subscribe to a new issues of shares of same company in proportion of 2:1 to the number</p>	1

	<p>of shares already possessed by him. Identify the method of floatation being described in the above case.</p> <p>a. offer through prospectus                      b. offer for sale</p> <p>c. rights issue    d. private placement</p>	
14	<p>Under which of the following conditions does a business need not maintain a high level of inventory?</p> <p>a. when a higher level of customer services need to be provided.</p> <p>b. when a high degree of accurate sales forecast can be made.</p> <p>c. when the responsiveness of the distribution system is low.</p> <p>d. all of the above.</p>	1
15	<p>Which of the following statements is not relevant to the concept of “Management as an inexact science”?</p> <p>a. The principles of management lack universal validity.</p> <p>b. The principles of management lack universal applicability</p> <p>c. The principles of management have to be modified according to the given situation.</p> <p>d. Management involves dealing with human behavior and out comes cannot be predicted with utmost accuracy.</p>	1
16	<p>Statement I: Social, legal, technological and political conditions are the specific forces of business environment .</p> <p>Statement II: They have impact on all business enterprises and thus may affect an individual firm only indirectly.</p> <p>a. Statement I is true and statement II is false.</p> <p>b. Statement I is false and statement and statement II is true.</p> <p>c. Both the statements are true.</p> <p>d. Both the statements are false.</p>	1
17	<p>Indigo limited has a staff of 300 people which is grouped into different departments. The organizational structure depicts that 100 people work in production department, 150 in finance department, 20 in technology department and 30 in human resource department. Identify the type of organizational structure being followed by the company.</p> <p>a. Functional Structure                      b. Divisional Structure</p> <p>c. Informal Structure                      d. None of the above</p>	1
18	<p>Under which of the following circumstances. The fixed capital requirement of a business is not likely to be high?</p> <p>a. When the raw material is not easily available</p>	1

	<p>b. Capital intensive technique of production are used.</p> <p>c. The growth prospects of a company is high</p> <p>d. When the financial alternatives are easily available.</p>	
19	<p>I M Ltd issued prospectus for subscription its shares for Rs. 100 crores. The issue was oversubscribed. Later, SEBI inspected the prospectus and found some misleading statement about management of company. Identify the function performed by SEBI.</p> <p>a. Regulatory c. Development</p> <p>b. Protective d. Both (a) and (b)</p>	1
20	<p>The labeling of a pack oats cookies explains how the product is beneficial in adding fiber to the diet and the other related health benefits. Identify the related function of labeling being described in the given case.</p> <p>a. Describes the product and specifies its content. b. Identification of the product or brand.</p> <p>c. Grading of products. d. Helps in promotion of the products.</p>	1
21	<p>Financial market plays an important role in the allocation of scarce resources in an economy by performing various functions. Explain any three functions of financial market.</p> <p style="text-align: center;">OR,</p> <p>State the protective function of securities and exchange board of India.</p>	3
22	<p>Vinod-The human resource manager, Umesh- the assistant manager and Ashok – the marketing head of Hitashi enterprises Ltd. decided to leave the company. The chief executive officer of the company called the human resource manager Vinod and requested him to fill-up the vacancies before leaving the organization. Vinod suggested that his subordinate Rajesh is very competent and trustworthy person. If he could be moved up in the hierarchy, he would do the needful. The chief executive officer agreed for the same. Rajesh contacted ‘Zenith Recruiters’ who advertised for the post of marketing head for ‘Hitachi Enterprises’ Ltd’. They were able to recruit a suitable candidate for the company. Umesh’s vacancy was filled-up by screening the database of unsolicited applications lying in office.</p> <p>Name and explain the internal/external sources of recruitment used by ‘Hitashi Enterprises Ltd.’ to fill up the above stated vacancies.</p>	3
23	<p>Explain the features of management that do not establish as a profession.</p>	3
24	<p>State any three reasons as to why controlling is regarded as an indispensable function of management.</p> <p style="text-align: center;">OR,</p> <p>Enumerate any three advantages of management by exception which is used by manager in analyzing deviations.</p>	3

25	<p>What do you mean by ‘On the job training’? Explain any three methods of ‘On the job training’.</p> <p style="text-align: center;">OR,</p> <p>Explain staffing as a function of management. Also explain by giving any four reasons why proper staffing is required in an organization.</p>	4
26	<p>Mr. Akshay a 20 year old college students purchased a book online from XYZ Pvt. Ltd. and when it was delivered, he notices that there was no MRP mentioned on it. He browsed the internet and found that the book was sold at different prices in different places.</p> <p>He filed a case in district forum against the publisher. The court held in favors Akshay and awarded a compensation of Rs. 10,000</p> <p>i) Identify and state the consumer right violated in the above case. ii) Name and explain the right exercised by Mr. Akshay.</p>	4
27	<p>What are the various types of leadership style? Explain with example.</p> <p style="text-align: center;">or</p> <p>Explain Maslow’s need hierarchic theory of motivation.</p>	4
28	<p>Rakesh is working under his superior Neeraj. He always communicate useful ideas and suggestions to his superior regarding the reduction of cost, improvement in the product etc. Neeraj implements his suggestions and has always found favorable results but he never appreciates Rakesh for his suggestions. New, Rakesh decides not to communicate any suggestion or idea to Neera. Identify the factor which acts as a communication barrier. Explain three other factors of the same group of communication barriers.</p>	4
29	<p>‘Madhur Milan’ is a popular online matrimonial portal. It seeks to provide personalized match making service. The company has 80 offices in India, and is now planning to open office in Singapore, Dubai and Canada to cater to its customers beyond the country. The company has decided to opt for the sources of equity capital to raise the required amount of capital.</p> <p>In context the above case:-</p> <p>1)Identify and explain the type of risk which increases with the higher use of debt. 2)Explain briefly any four factors because of which for think the company has decided to opt for equity capital.</p>	4
30	<p>Every manager has to take three major decisions while performing the finance function. Explain them.</p>	4
31	<p>i) Explain the technique of scientific management from the following:</p> <p>a) Time study                      b) Motion study                      c) fatigue study</p> <p>ii) Differentiate between contributions made by FW Taylor and Henry fayol on any three</p>	6

	basis.	
32	<p>Diligent developers, a website design company in Bangalore is a start-up initiative of Mr. Maniraj which aims at achieving a profit margin of 10% in its first year. Mr. Maniraj appointed Mr. Advait as the digital marketing head, Mr. Kiyansh as the head of back end department and Mr. Nirved headed the graphics designing department. Since each head was specialized in specific skills, it resulted in increased efficiency and better co-ordination.</p> <p>However, problem arose when Mr. Advait started considering group objectives superior to organizational objectives and stopped exchanging information with Mr. Kiyansh and Mr. Nirved. The company had to bear the brunt of lack of co-ordination and was unable to achieve its objectives.</p> <p>i) Identify and state the organization structure adopted by the company.</p> <p>II) State two benefits and two limitations of the identified structure highlighted in the above case.</p>	6
33	<p>“Though advertising is one of the most frequently used mediums of promotion of goods and services, it attracts a lot of objectives”. Explain any four such objectives.</p>	6
34	<p>Two years ago Nishant , completed his degree in textile Engineering. He worked for sometime in a company manufacturing ready made garments in a manufacturing unit. He set the objectives and the targets and formulate action plan to achieve the same. One of his objectives was to earn 80% profits on the amount invested in the first year. It was decided that raw materials like cloth, thread, buttons etc, will be purchased on two months credit. He also decided to follow the steps required for marketing the products through his own outlets.</p> <p>He appointed Ritesh as a productions manager who decides the exact manner in which the production activities are to be carried out. Ritesh also prepared a statement showing the requirement of workers in the factory throughout the year. Nishant informed Ritesh about his sales target for different products area wise for the forth coming quarter.</p> <p>A penalty of Rs. 200 per day was announced for the workers who found smoking in the factory premises.</p> <p>Quoting lines from the above para identify and explain the different types of plans discussed.</p>	6
 <b>SAMPLE PAPERS</b> DAVIANS' 10		