

SAMPLE QUESTION PAPER-1 (TERM 1) 2021-22

SUBJECT : BUSINESS STUDIES

CLASS : XII

Time : 90 Min

Marks : 40:

General instructions:

1. The Question Paper contains 3 sections.
2. Section A has 24 questions. Attempt any 20 questions.
3. Section B has 24 questions. Attempt any 20 questions.
4. Section C has 12 questions. Attempt any 10 questions.
5. All questions carry equal marks.
6. There is NO negative marking.

SECTION - A

1. Identify the nature of management when it is practised as personal application of existing knowledge to achieve desired results.
 - (a) Management is an art
 - (b) Management is a profession
 - (c) Management is a science
 - (d) Management is both an art and a science
2. Planning requires logical and systematic thinking rather than guess work or wishful thinking. Identify the related feature of planning.
 - (a) Planning is futuristic.
 - (b) Planning is a mental exercise.
 - (c) Planning establishes standards for controlling.
 - (d) Planning focuses on achieving objectives.

3. Which of the following is the example of Shaving Cream?
- Primary Packaging
 - Secondary Packaging
 - Transport Packaging
 - None of the above
4. Kashi Enterprises Limited is planning to increase its sales by 30% in the next quarter. Identify the feature of management being highlighted in the given statement.
- Management is all pervasive
 - Management is a goal oriented process
 - Management is a continuous process
 - All of the above
5. Gang plank is related to
- communication.
 - motivation
 - supervision of workers.
 - incentives to workers
6. Match the various terms relating to 'Fixation of Price' in Column-I with their respective statements in Column-II:

Column-I	Column-II
(a) Product cost	(i) Actually, it fixes the price of the product.
(b) Utility of the product	(ii) It determines the upper limit of the price.
(c) Extent of competition	(iii) It sets the lower limit of the price.
(a) (a), (b), (c)	(b) (a), (b), (c)
(c) (a), b), (c)	(d) (a), (b), (c)

7. A petrol pump needs to be managed as much as a hospital or a school. What managers do in India, the USA, Germany or Japan is the same. How they do it may be quite different. This difference is due to the differences in culture, tradition and history. Identify the characteristics of management that has been mentioned here.
- (a) Management is a goal oriented process
 - (b) Management is all pervasive
 - (c) Management is multi-dimensional
 - (d) Management is a continuous process.
8. 'Maruti Vega Ltd.' entered into the market with coloured television and have now introduced products like audio systems, air-conditioners, washing machines, etc. The company is not only offering the products but also handling complaints and offering after-sales services. Identify the element of marketing-mix discussed here.
- (a) -Place mix
 - (b) Product mix
 - (c) Promotion mix
 - (d) Price mix
9. _____ divides the burden of taking managerial decisions which helps in taking quick and best decisions.
- (a) Decentralisation
 - (b) Centralisation
 - (c) Both the above
 - (d) None of the above
10. Planning cannot foresee everything, and thus, there may be obstacles to effective planning. Identify the related limitation of planning.
- (a) Planning leads to rigidity.
 - (b) Planning does not guarantee success
 - (c) Planning may not work in a dynamic environment.
 - (d) Planning reduces creativity.

11. "Grouping similar nature jobs into larger units called departments" is the step in the process of one of the functions of management. Identify the function of management.

- (a) Planning (b) Directing
(c) Organising (d) Staffing

12 Match the 'Importance of Planning' in Column-I with their respective statements in Column-II:

Column-I

Column-II

- | | |
|---|---|
| (a) Planning provides direction. | (i) Planning shows the ways to deal with changes. |
| (b) Planning reduces the risk of uncertainty | (ii) Planning helps in avoiding confusions and misunderstanding |
| (c) Planning reduces overlapping and wasteful activities. | (iii) Planning clarifies 'how work is to be done' |
| (a) (a), (b), (c) | (b) (a), (b), (c) |
| (c) (a), (b), (c) | (d) (a), (b), (c) |

13 In order to promote the habit of health and hygiene among weaker sections of the society, Abhishek Limited has launched low cost packs of hand wash. Identify the type of marketing philosophy being adopted by the company.

- (a) Product concept (b) Production concept
(c) Marketing concept (d) Societal marketing concept

14 Which component of business environment resulted in the relaxation of ban imposed on the Foreign Direct Investment?

- (a) Economic Environment
(b) Political Environment
(c) Social Environment
(d) Legal Regulatory Environment

15. 'Products are not purchased but sold', with which point of view is this statement associated?
- (a) Product Concept (b) Selling Concept
(c) Production Concept (d) Marketing Concept.
16. Planning of different departments is _____ .
- (a) Independent (b) Individual
(c) Mutually dependent (d) None of these
17. The important decision areas in respect of include deciding the branding strategy, say whether each product will be given a separate brand name or the same brand name will be extended to all products of the company, say Phillips bulbs, tubes and television or Videocon washing machine, television, and refrigerator.
- (A) Grading (B) Labelling
(C) Packaging (D) Branding
18. The attitude of the government officials towards business may have either positive or negative impact upon business. Which factor of general environment of business is highlighted by this statement?
- (a) Technological environment (b) Political environment
(c) Social environment (d) Legal environment
19. Functional foremanship is used at _____ level.
- (a) Top-level (b) Middle-level
(c) Lower-level (d) None of these
20. 'More delegation of authority helps managerial development'. Out of the following with which is this statement related to?
- (a) Delegation (b) Decentralisation
(c) Centralisation (d) All of these

21. Customer's satisfaction alone can ensure success. Which marketing concept holds this view?
- (a) Production concept (b) Product concept
(c) Marketing concept (d) Selling concept
22. Which of the following best indicates the importance of business environment?
- (a) Identification
(b) Improvement in performance
(c) Coping with rapid changes
(d) All of them
23. Which one is not correct in respect of delegation of authority?
- (a) Increase in administrative work
(b) Development of subordinates
(c) Convenience in business expansion
(d) Quick and better decision possible
24. In what situation has Fayol permitted the violation of the Principle of Scalar Chain?
- (a) When the employee is extraordinarily capable
(b) At the time of sudden happening
(c) In all conditions and circumstances
(d) In no condition or situation

SECTION -B

25. Once the 'Sharda Club, Delhi' organised 'Health Care Week' for its members. It had a very positive effect on its members. Now the members had become more careful about their health than earlier. Not only this, the members also acquainted the people outside the club and take advantage out of it. The changing attitude of the people towards health was visible in the market

also. Now a great demand for sugar free products, fat free cooking oil and diet coke rose up in the market. The manufacturers had to immediately increase their production. 'Sharda Food Producers, Delhi' brought/launched these products in the market first of all and earned a great profit. Which particular 'feature of the business environment' does the event described above acquaint us with?

- (a) Dynamic Nature
- (b) Inter-relatedness
- (c) Totality of External Forces
- (d) Specific and General Forces

26. Super Fine Rice Ltd. has the largest share of 55% in the market. The company's policy is to sell only for cash. In 2015, for the first time company's number one position in the industry has been threatened because other companies started selling rice on credit also. But the managers of Super Fine Rice Ltd. continued to rely on it's previously tried and tested successful plans which didn't work because the environment is not static. This led to decline in sales of Super Fine Rice Ltd. The above situation is indicating the 'limitations of planning' which led to decline in its sales. Identify one of them.

- (a) Planning creates rigidity
- (b) Planning reduces creativity
- (c) Planning involves huge costs
- (d) Planning does not guarantee success

27 Every organisation desires that it should have goodwill in the minds of all concerned. To establish goodwill, it is essential to have dialogue. It is by way of dialogue that an organisation gets the necessary informations. How is it possible?

- (a) Through public relations
- (b) Through advertising
- (c) Through sales promotion
- (d) Through personal selling

28. After obtaining the Post Graduate degree in the subject of 'Business Environment', Mr Saksham Miglani was appointed as the Manager in a company. He noticed that the market changes taking place very fast were having a negative impact on the company. Taking advantage of his academic 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 in the above event.
- (a) It helps the firm in identifying the threats 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.
- 29 Jyoti Ltd. decided to give more stress on the following: to use environmental friendly methods of production, to provide employment opportunities to the disadvantaged section of the society and to make available basic amenities like schools and creches to the employees. Identify the objective of management discussed above.
- (a) Organisational objective
 - (b) Social objective
 - (c) Personal objective
 - (d) None of the above
30. The marketing manager of Green Gold Pvt. Ltd. Mr Roy while taking decision consider at the top-what product will be produced, with what features and at what price shall it be sold, or where shall it be made available for sale will depend on what do the customers want. If the customers want features like double door in a refrigerator or a separate provision for water cooler in it, the organisation would produce a refrigerator with these features,

would price it at a level which the customers are willing to pay and so on. Identify the marketing philosophy followed by Mr Roy.

- (a) The Marketing Concept (b) The Selling Concept
(c) The Product Concept (d) The Production Concept

31. Miss Komal Gupta is employed at the middle level management in 'Rakshak Medicines Ltd.' In order to achieve the objectives of the company, with several attempts and the opinion of specialists, a plan was prepared. When the plan was actually implemented, Miss Gupta saw that the actual work did not match with the plan. This matter made her very much worried, lest the whole labour in preparing the plan should not go waste. Therefore, immediately she reported this matter to the officer concerned. Identify in the above event which step of the 'planning process' is Miss Gupta acting upon?

- (a) Evaluating alternative courses (b) Selecting an alternative
(c) Implementing the plan (d) Follow-up action

32. ASSERTION (A): Divisional Structure is suitable for those business enterprises where a large variety of products are manufactured using different productive resources.

REASON (R) : It leads to minimal duplication of efforts which results in economies of scale and the lower cost.

- (a) Both Assertion (A) and Reason (R) are True and Reason (R) is the correct explanation of Assertion (A)
(b) Both Assertion (A) and Reason (R) are True and Reason (R) is not the correct explanation of Assertion (A)
(c) Assertion (A) is True but Reason (R) is False.
(d) Assertion (A) is False but Reason (R) is True.

33. Once there was a meeting of top-level management of Anvi and Aaru Ltd. In the meeting it was decided that the management should not close its ears to any constructive suggestions made

by the employees. They should be rewarded for their suggestions which results in substantial reduction in costs. They should be part of management and if any important decisions are taken, workers should be taken into confidence. Identify the principle of scientific management to which the above case is related.

- (a) Cooperation, not Individualism
- (b) Science not rules of thumb
- (c) Harmony, not discord
- (d) Development of each and every person to his or her greatest efficiency and prosperity

34 Arrange the following steps in the process of organising in the correct sequence:

- (a) Assignment of duties
- (b) Departmentalisation
- (c) Identification and division of work
- (d) Establishing reporting relationship

Choose the correct option:

- (a) - (a) ; (b) ; (d); (c)
- (b) - (c) ; (b) ; (a); (d)
- (c) - (c) ; (b) ; (d); (a)
- (d) - (b) ; (c) ; (a); (d)

35 In a factory, a product is manufactured, in a garment store a customer's need is satisfied and in a hospital a patient is treated. Management translates their work in terms of goals to be achieved and assigns the means to achieve it. Identify the dimension of management discussed here.

- (a) Management of operations
- (b) Management of people
- (c) Management of work
- (d) None of these above

- 36 Mr Shyam Sagar is working as the manager of 'Sagar Foods Ltd.'. The general goal of establishing his company was to become the leader of 'Food Industry'. Mr Sagar determined the activities and plans for the realisation of the general goal. In the plans themselves he determined the specific goals also. He knew very well that the planning done by him was of no significance if he failed to contribute to the realisation of pre-determined organisational objectives. This was the very reason that he did everything with full alertness. Identify the feature of planning described in the above discussion.
- (a) Planning focuses on achieving objectives.
 - (b) Planning is a primary function of management.
 - (c) Planning is pervasive.
 - (d) Planning is continuous.
- 37 Mr Hari Mohan and Ms Malti Rana both are fast friends and work as managers in Mata Fabrics Ltd. They are playing a very important role in the company. Through their efforts quality output is maintained, wastage of material is minimised and safety standards are maintained. Identify the management level at which they are working.
- (a) Top Management
 - (b) Middle Management
 - (c) Supervisory Management
 - (d) None of these
- 38 Rose company which sells beauty products. The company has been the market leader in this segment for the last ten years. However, the sales of its fairness cream have come down due to cases of allergic reactions reported by the users from different parts of the country. The company has been able to make amendments to the formula to make their product safe for everybody. Its incapability to communicate with its customer has resulted in the loss of its brand value. Which element of promotion mix should the company use to regain its lost image?
- a) Personal selling
 - b) Advertisement
 - c) Public Relation
 - d) Sales promotion

- 39 All the members of a cricket team start doing any activity according to their own will in the course of the play. The reason for this was that the team did not have any capable captain. Whenever the team played, it was defeated. When the manager of the team realised this, he changed the team's captain. The new captain divided the different activities of the game among the players according to the individual's interest and caliber. Now the team started winning the game. The objective of the team was victory, earlier as well as now. But earlier there was no integration in the efforts of the players of the team, but now it had been established. Identify the characteristic of coordination in the paragraph given above.
- (a) Coordination integrates group efforts
 - (b) Coordination is a continuous process
 - (c) Coordination is an all pervasive function
 - (d) None of the above
- 40 The goal of the Radha retail store is to increase sales and the goal of the Spastics Society of India is to impart education to children with special needs. Management unites the efforts of different individuals in the organisation towards achieving these goals. Identify the characteristics of management discussed above.
- (a) Management is all pervasive
 - (b) Management is a goal oriented process
 - (c) Management is multidimensional
 - (d) Management is a continuous process
- 41 'Artistic Art Gallery' is a big company which produces paintings showing modern art and other material. Once the sales department of the company received big orders for preparing some special kind of material. But his information was not delivered in time to the production department. The production

department continued its production on the basis of its experience in the years gone by. Thus, the necessary activities of the company could not be taken up and there was a big heap of unnecessary production. As a result, the company had to suffer a big loss. Which particular point of the importance of planning did the company fail to avail of? Identify on the basis of the event described above

- (a) Planning provides direction.
- (b) Planning reduces the risk of uncertainty.
- (c) Planning reduces overlapping and wasteful activities.
- (d) Planning promotes innovative ideas

42 She/he keeps machines, materials, tools etc. ready for operations by concerned workers. Whose work is described by this sentence under functional foremanship.

- (a) Gang Boss
- (b) Repair Boss
- (c) Speed Boss
- (d) Disciplinarian

43 Statement I. Product, price, place and promotion are the elements of marketing mix. Statement II. Personal selling refers to short term use of incentives or other promotional activities that stimulates the customer to buy the product.

- (a) Statement I is correct and II is wrong.
- (b) Statement II is correct and I is wrong.
- (c) Both the statements are correct.
- (d) Both the statements are incorrect.

44 KTX Group is rolling out an initiative to help create wealth for its employees through the implementation of Employee Stock option. Through motivation and leadership the management will help individuals to develop team spirit, cooperation and commitment to the success of the group. The following importance of management is highlighted above:

- (a) Management helps in achieving personal objectives
 - (b) Management helps in the development of society
 - (c) Management creates a dynamic organisation
 - (d) Management increases efficiency
- 45 'In an organisation, a well-defined plan is drawn up with specific goals to be achieved within a specific time frame. These plans then decide the future course of action and managers may not be in a position to change it'. Which of the following limitations of planning is discussed in the above case?
- (a) Planning reduces creativity
 - (b) Planning leads to rigidity
 - (c) Planning does not guarantee success
 - (d) Planning may not work in a dynamic environment
- 46 Principles of management have been developed on the basis of and experimentation as well asof the managers.
- (a) Observation, personal experiences
 - (b) Principles, Techniques
 - (c) Techniques, Principles
 - (d) Personal experiences, Observation
- 47 Which one of the following statement is incorrect
- (A) Marketing is same thing as shopping for goods and services
 - (B) Marketing is equally relevant to non profit organisation
 - (C) Marketing management means management of the marketing functions
 - (D) Selling is only a part of the process of marketing
- 48 Assertion(A) : Planning is a continuous process as it involves series of steps
- Reason(R) : Each and every step is necessary to be performed in the planning process.

- (A) Both Assertion(A) and Reason(R) are True and Reason(R) is the correct explanation of (A)
- (B) Both Assertion(A) and Reason(R) are True and Reason(R) is not the correct explanation of(A)
- (C) Assertion(A) is True but Reason(R) is False
- (D) Assertion(A) is False but Reason(R) is True

SECTION C

Read the following text and answer question number 49-54 on the basis of the same.

'Saarathi', the name has been associated with the manufacturing and sale of Fashion products since 1960, when Kapil Saarathi opened his first retail fashion clothing outlet in Ahmedabad. Saarathi Cosmetics was incorporated in India in 1940, and became a member of the S & M family of companies in 1959. Saarathi Perfumes began operations in Gujarat in an existing administrative S&M facility in 1985. An important difference between S&M and most other companies is that instead of operating as one large corporation it operates as 180 smaller companies each focused on a specific product and area, implying selective dispersal of authority, recognising the decision makers need for autonomy, as decision making authority is pushed down the chain of command. It enables the company to maintain short lines of communication with customers and employees, and accelerate the development of talent.

- 49 Identify the philosophy that is being followed by S&M through which it is dividing the decision making responsibilities among hierarchical levels.
- (a) Delegation of authority
 - (b) Decentralization of authority;
 - (c) Division of work
 - (d) Span of management

50. 'Why is there, need to apply the philosophy being followed by S&M, with caution?
- (a) As it can cause a delay in communication
 - (b) As it can cause disintegration of the organisation
 - (c) As it can increase the workload of the top management
 - (d) As it can reduce the chances of growth of the firm
- 51 The application of the philosophy discussed above can foster a sense of competition amongst the departments, which in turn will help the firm in the following manner:
- (a) Facilitates growth
 - (b) Better control
 - (c) Relief to top management
 - (d) Quick decision making.
- 52 Quote the line from above which highlights the importance of the philosophy towards providing management education to employees.
- (a) "Maintain short lines of communication
 - (b) 'Accelerate the development of talent'
 - (c) 'selective dispersal of authority;
 - (d) 'Recognises decision makers need for autonomy'
- 53 As "The decision making authority is pushed down the chain of command" at S&M enterprises, it provides the benefit of quick decision making to the organisation because:
- (a) There is no requirement for approval from many levels
 - (b) Organisation is able to generate more returns
 - (c) There are innovative performance systems
 - (d) It's a means of management education

- 54 The philosophy being followed by S&M is not followed by most other companies. This tells us that the philosophy is :
- (a) Optional
 - (b) Compulsory
 - (c) Limited to superior and his subordinate
 - (d) Merely done to lessen the burden of the manager
- 55 According to the United Nations Environmental Agency, the world produces around 300 million tons of plastic each year, half of which constitutes single-use items. Ford is recycling over one billion plastic bottles every year to develop elements of the car's interior, reducing the amount of plastic ending up in a landfill. The American car maker has revealed that their Romanian-built EcoSport SUVs' carpets are made using 470 recycled single-use plastic bottles. The process for making Ford EcoSport carpets involves shredding bottles and their caps into tiny flakes and then heating them to 260° C. Identify the related dimension of business environment
- (a) Economic dimension
 - (b) Social dimension
 - (c) Technological dimension
 - (d) Political dimension
- 56 Ayush Limited has launched a new range of air conditioners in order to add value to the usability of the product. The new range of air conditioners has an inbuilt air purifier and are available in attractive colours. Identify the type of marketing philosophy being described in the above lines.
- (a) Product concept
 - (b) Production concept
 - (c) Marketing concept
 - (d) Societal marketing concept

57. Priyanshi Limited has chalked out an action plan in order to increase its market share in the international market by 10% in the next one year. The action plan contains the details about how the production levels will be increased, promotional activities will be carried out and so on. Identify the type of marketing function being described in the given lines.
- (a) Gathering and analysing market information
 - (b) Marketing planning
 - (c) Product designing and development
 - (d) Packaging and labelling
- 58 Sushmita is planning to start an online coaching centre. She wants to introduce innovative teaching techniques especially for slow learners. Therefore, she is constantly interacting with parents and encouraging them to share their ideas. This will make her aware of more alternatives. The step of planning being described in the given lines is.....
- A. Identifying alternative courses of action
 - B. Selecting the best course of action
 - C. Evaluating the courses of action
 - D. Follow up action
- 59 Mr. Goyal, HR, manager of a company, select each person scientifically, assigns work to its employees according to his/her physical, mental and intellectual capability, He also gives them the required training so that they may produce more and earn more. This will ensure their prosperity for both the company and the workers. Identify the principal of management highlighted in the above case.
- (a) Development each and every person to his her greater efficiency and prosperity
 - (b) Subordination of individual interest to general interest.

- (c) Produce more and earn more
- (d) Physical, mental and intellectual capability development of workers

60 Mr. Z is the owner of a printing press. The size of his organization has increased during the recent past. There are many employees who work in his organization. The organization is considered good and has earned a lot of reputation in the market. However, when it comes to making key decisions in the Organization related to many things, he never considers the opinions of his subordinates. Even though the size of the organization has increased yet he tries to take all the key decisions on his own. Which principle of Fayol has been violated by him?

- (A) Centralization and decentralization
- (B) Discipline
- (C) Scalar Chain
- (D) Authority and Responsibility

SAMPLE QUESTION PAPER-2 (TERM 1) 2021-22

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CLASS : XII

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Marks : 40:

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2. *Section A has 24 questions. Attempt any 20 questions.*
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SECTION A

- 1 'In order to be successful an organisation must change its goals according to the needs of the environment. Which characteristic of management is highlighted in this statement?
 - a) Management is dynamic
 - b) Management is goal oriented process
 - c) Management is a group activity
 - d) Management is all pervasive
- 2 Management has its own theory and principles that have developed over a period of time, but it also draws on other disciplines such as economics, sociology, psychology and mathematics. Identify the feature of science to which the above statement is related ?
 - a) Systematised body of knowledge

- b) Principles based on experimentation
 - c) Universal validity
 - d) None of these
- 3 Name the level of management at which the managers are responsible for implementing and controlling the plans and strategies of the organisation ?
- a) Top-level management
 - b) Middle level management
 - c) Lower level management
 - d) None of these
- 4 Authority – responsibility relationship binds individuals as superiors and subordinates and give rise to different _____ in an organisation
- a) Functions
 - b) Levels
 - c) Objectives
 - d) Policies
- 5 Coordination is not a separate function of management but it happens to be the final truth of all functions. In what context this observation has been made?
- a) Coordination is the essence of management
 - b) Coordination is not established automatically
 - c) Coordination is a continuously moving process
 - d) None of these
- 6 The manager gets the desired amount of money at the rate of 10% interest well in time whereas the prevalent rate of interest is 9%. What would you call such a manager out of the following?
- a) Efficient
 - b) Efficient and effective
 - c) Effective but not Efficient
 - d) Inefficient

- 7 A manager does cost – benefit analysis in order to achieve efficiency. To this end, he takes into account the relationship between input and output. Which of the following factors is not included in input ?
- a) Money
 - b) Material
 - c) Profit
 - d) Persons
- 8 Miss Radha, a sales manager of 'Star Bulb Ltd 'has to negotiate a deal with the buyer. She finds that if she can offer credit period of 50 days she is likely to clinch the deal which is supposed to fetch the company net margin of Rs.50 crores. Now the company gives power to the manager to offer a credit period of only 30 days. which principle of Fayol is violated here?
- a) Discipline
 - b) Authority and responsibility
 - c) Unity of command
 - d) Unity of direction
- 9 A company wants to differentiate between its efficient and inefficient workers. For the same, it is determined that standard output per worker per day is 8 units and those who made standard or more than standard will get Rs.50 per unit and those below will get Rs.40 per unit. Now an efficient worker making 9 units will get $9 \times 50 = \text{Rs.}450$ per day whereas a worker who makes 7 units will get $7 \times 40 = \text{Rs.}280$ per day.
- Identify the technique of scientific management highlighted in the above case.
- a) Differential piece wage system
 - b) Method study
 - c) Time study
 - d) Fatigue study

- 10 "Paying attention to training is the secret of the company. "Match the above statement with one of the principles of scientific management.
- a) Harmony, not discord
 - b) Science, not rule of thumb
 - c) Cooperation, not individualism
 - d) Development of each and every person to his/her greatest efficiency and prosperity
- 11 Which of the following statements best describes the principle of 'Division of work'?
- a) Work should be divided into small task
 - b) Labour should be divided
 - c) Resources should be divided among jobs
 - d) It leads to specialisation
- 12 The purpose of the motion study is to — — — — — the movements made while doing some.
- a) Maximise
 - b) Minimise
 - c) Stabilise
 - d) Nil
- 13 Experiments conducted by Taylor in scientific management - ———
- a) Motion Study
 - b) Fatigue study
 - c) Time study
 - d) All the above
- 14 The qualities of a good brand name are
- a) Short
 - b) prescribes the uses
 - c) All the above
 - d) can be legally registered

- 15 "India's craft heritage continues because of its customs and traditions". Identify the business environment with regard to this statement
- Social environment
 - Economic environment
 - Political environment
 - Technological environment
- 16 Business environment is the sum total of all things external to business firms and ,as such, is aggregative in nature. Which feature of business environment is highlighted by this statement.
- Specific and general forces
 - Dynamic nature
 - Inter relatedness
 - Totality of external forces
- 17 With the introduction of photostat machines in the market, the carbon paper industry was adversely affected. Which component of the environment was responsible for it?
- Economic
 - Political
 - Technical
 - All the above
- 18 Generally, it is thought that planning is related to the planning cycle. It means that a Plan is framed , it is implemented and it is followed by another plan and so on. The Above statement is related to a feature of planning, identify it
- Planning is continuous
 - Planning is futuristic
 - Planning involves decision-making
 - Planning is pervasive

- 19 'Receiving orders and being Answerable was clarified by the team of specialists'.What does this action of the team suggest regarding the organising process
- a) Identification and division of work
 - b) Departmentalisation
 - c) Assignment of duties
 - d) Establishing reporting relationships
- 20 Which one is not correct in respect of delegation of authority ?
- a) Increase in administrative work
 - b) Development of subordinates
 - c) Convenience in business expansion
 - d) Quick and better decision possible
- 21 "The question is not whether there should be decentralisation, but decentralisation to what degree." What information regarding decentralisation is given in this statement?
- a) Meaning
 - b) Feature
 - c) Definition
 - d) Importance
- 22 Functional foremanship exists at which level?
- a) Top-level
 - b) Middle level
 - c) Lower level
 - d) None of these
- 23 'Products are not purchased but sold',Which point of view is this statement associated?
- a) Product concept
 - b) Selling concept
 - c) Production concept
 - d) Marketing concept
- 24 Which of the following can offer expert opinion to the consumers?
- a) publicity
 - b) Advertisement
 - c) Sale promotion
 - d) Personal selling

SECTION B.

Read the following statements – Assertion (A) and Reason (R).
Choose one of the correct alternative given

- 25 **Assertion (A)** The principles of management are guidelines to action but do not provide the ready-made straitjacket solutions to all managerial problems.

Reason (R) The real business situations are very complex and dynamic and are the result of many factors.

- a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
- b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)
- c) Assertion (A) is true but Reason (R) is false.
- d) Assertion (A) is false but Reason (R) is true.

- 26 **Assertion (A)** An organisation has a set of basic goals which are the basic reason for its existence.

Reason (R) The activities involved in managing an enterprise are common to all organisations whether economic, social and political.

- a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
- b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)
- c) Assertion (A) is true but Reason (R) is false.
- d) Assertion (A) is false but Reason (R) is true.

- 27 Effectiveness is related to a task

- (a) being completed on time
- (b) being completed on time with least resources.
- (c) being completed on time with added resources
- (d) none of the above

28 It is deciding in advance what to do and how to do? It is one of the basic managerial functions. It requires thinking before doing something; the manager must formulate an idea of how to work on a particular task. This function is closely connected with creativity and innovation. It seeks to bridge the gap between where we are and where we want to go and is performed at all levels of management. What function of management is referred to here?

- (a) Planning (b) Organizing
(c) Staffing (d) Controlling

29 Keeping in view the recent trend sales regression, Shilpa Ltd has decided to offer a flat 5% discount on all its products. Identify the related function of marketing being described in the given lines.

- (a) Packaging and labelling (b) Branding
(c) Pricing (d) Promotion

30. When Himadri had sent her son to the market to buy a pack of chips, she asked him specifically to bring the yellow-coloured packet of chips of a particular brand. Identify the function of packaging being described in the above line.

- (a) Facilitates the use of product
(b) Provides protection to the product
(c) Helps in product identification
(d) Assists in promotion of the product

31. Which of the following is not a demerit of functional structure?

- a) It leads to occupational specialisation
b) It may lead to conflict of interests among departments due to varied interests.
c) It places more emphasis on the objectives pursued by a functional head than on overall enterprise objectives.
d) It may lead to difficulty in co-ordination among functionally differentiated departments.

32.may be defined as the framework within which managerial and operating tasks are performed.

- a) Span of management
- b) Delegation
- c) Organisational structure
- d) None of the above

33. Fast decision can be taken by using the concept of

- a) Delegation
- b) Formal Organisation
- c) Decentralisation
- d) None of the above

34 Match the elements of delegation in column I with their respective statements in column II

Column I	Column-II
a) Authority	i Answerability for the final outcome of the assigned task.
b) Responsibility	ii Obligation of a subordinate to properly perform the assigned duty.
c) Accountability	iii) Right of an individual to command
a). I,ii,iii	b) iii,ii,i
c) I,iii,ii	d) II,iii,i

35 'A special Centre' was established by the marketing manager in order to remove the customers' complaints. Identify this marketing function.

- a) Product designing and development
- b) Marketing planning
- c) Standardisation and grading
- d) Customer support service

36 Levels of packaging in column I with their respective examples in Column II

Column I

Column II

- | | | |
|-----------------------------|------|---|
| a) Primary packaging | i | If big cardboard box which is containing hundred units of shaving cream tubes |
| b) Secondary packaging | ii | Is shaving cream tube |
| c) Transportation packaging | iii) | Box of shaving cream |
| a) I,iii,ii | b) | II,iii,i |
| c) iii,ii,i | d) | iii,i,ii |

37 Which level of management is responsible for maintaining quality and safety standards, and minimising wastage .

- | | |
|----------|------------------|
| a) Top | b) Middle |
| c) lower | d) none of these |

38 Match the various points of importance of organising in column one with their respective statements in column II/ B

Column

I Column II

- | | | |
|-------------------------------------|------|---|
| a) Clarity in working relationships | i | Organising leads to systematic division of activities amongst the competent workforce |
| b) Development of personnel | ii | It helps in fixing responsibility |
| c) Benefit of specialisation | iii) | It involves delegation which gives managers the time to explore areas for growth |
| a) II,iii,i | b) | I,iii,ii |
| c) I,ii,iii | d) | iii,ii,i |

- 39 For delegation to be effective it is essential that responsibility be accompanied with necessary
- Authority
 - Man power
 - Incentives
 - Promotions
- 40 Identify the marketing philosophy in which the use of aggressive selling techniques are used
- Production philosophy
 - Product philosophy
 - Selling philosophy
 - Societal marketing philosophy
- 41 Which of the following are the content of labelling ?
- Manufacturing And expiry date
 - Maximum retail price
 - Precautions
 - All of these
- 42 Arrange the following into Organising process and choose the correct option
- Identification and division of work
 - Grouping activities of similar nature
 - Assignment of task
 - Establishing reporting relationships
- I,ii,iii,iv
 - II,i,iii,iv
 - iii,i,ii,iv
 - iv,ii,iii,i

- 43 - _____ Remove doubts immediately
- a) Advertisement
 - b) personal selling
 - c) Sales promotion
 - d) Publicity
- 44 The management had taken utmost care regarding the possible outcome and timely review of the plans to achieve the set target during that hard time. Which is the last step of the way planning process mentioned here
- a) Implementation of plans
 - b) Timely execution of projects
 - c) Follow up
 - d) To prepare alternative course of action
- 45 Which of the following plays an important role in introducing a new industrial product to the consumers?
- a) Publicity
 - b) Personal selling
 - c) Sale promotion
 - d) Advertisement
- 46 "For this she thought of several options ". Identify the appropriate option?
- a) Identifying alternative courses of action
 - b) Follow up
 - c) Developing premises
 - d) Setting objectives
- 47 Match the various elements of promotion mix in column I with their respective statements in column II

Column I	Column II
a) Advertising	i It is a one-way method of promotion
b) publicity	ii A producer does not make any effort for it
c) Personal selling	iii) In it, direct face-to-face dialogue takes place

- a) iii,ii,i b) I,ii,iii
c) II,i,iii d) iii,i,ii

48 In functional organisation ,The manager gives importance to departmental objectives. This results in ignoring - - - - -

- a) Employees
b) Organisational objectives
c) Owner
d) Customers

SECTION C

Read the text given below and answer the questions (49-52)based on it.

Since childhood Neeru And Janak had been watching their grand parents Procuring wheat from the market ,washing it, drying it and getting it converted into aata. They conducted a survey to collect data to identify whether there is a demand for readymade aata and realised that with the growing number of working women, it is the need of the hour to manufacture high-quality aata. They named their products SRIJAN and set up SRIJAN aata factory at Jaunpur village. To penetrate in the market, they decided to keep the price low. For maintaining smooth flow of their product into the market and avoiding delays in delivery, it was decided to store wheat at SKM services which had scientific

processes and logistics facilitating quick delivery. They also set up an online complaint portal to take care of the consumer grievances. Match the various functions of marketing highlighted here with their relevant statements

- 49 "They conducted a survey to collect data to identify whether there is demand for readymade aata and realised that with The growing number of working women, it is the need of the hour to manufacture high-quality aata."
- a) Storage or warehousing
 - b) Branding
 - c) Pricing
 - d) Gathering and analysing market information
- 50 They named their product "SRIJAN"
- a) Storage or warehousing
 - b) Branding
 - c) Pricing
 - d) Gathering and analysing market information
- 51 To penetrate in the market they decided to keep the price low
- a) Storage or warehousing
 - b) Branding
 - c) Pricing
 - d) Gathering and analysing market information
- 52 In organising process, Span of management refers to
- a) No. of subordinates under one superior for facilitating reporting
 - b) Duration of the business
 - c) Assignment of task

- d) chain of superior and subordinates
- 53 In order to successfully realise the objectives of an organisation, first of all it is ensured which activities will have to be performed. In the list of activities, all the activities, both big and small, are included. But it is not possible to set up separate departments for all the activities. Some similar activities are put together in the same department. In this way some necessary departments are set up. the reason for doing so is to exercise control over unnecessary administrative expenses. Identify the concept of management under which similar activities are put together and departments are setup.
- a) Departmentalisation
 - b) Delegation
 - c) Decentralisation
 - d) Centralisation
- 54 Some friends joined together and set up a multiproduct company. Their company make four different products. Three products of the company have been successfully launched in the market. The company has not succeeded to launch the forth product in the market. What sort of organisational structure in your view might have been adopted by the company?
- a) Divisional organisational structure
 - b) Functional organisational structure
 - c) Both a and b
 - d) None of these
- 55 National vritech Ltd has grown in size. It was the market leader but with changes in business environment and with the entry of MNCs, its market share is declining. To cope up with the situation of company ,CEO starts delegating some of his authority to the General Manager, who also felt himself overburdened and with the

approval of CEO disperses some of this authority to various levels throughout the organisation. Identify the concept of management discussed above.

- a) Delegation
- b) Organising
- c) Decentralisation
- d) Centralisation

56 Superfine rice Ltd has the largest share of 55% in the market. The company's policy is to sell only for cash. In 2015, for the first time company's no. 1 position in the industry has been threatened because other companies started selling rice on credit also. But the managers of superfine rice Ltd continued to rely on its previously tried and tested successful plans which did not work because the environment is not static. This led to the decline in the sales of Superfine rice Limited. The above Situation is indicating two limitations of planning which led to decline in its sales .Identify one of them.

- a) Planning creates rigidity
- b) Planning reduces creativity
- c) Planning involves huge cost
- d) Planning does not guarantee success

57 Mr Ram is the CEO in Ram Lakhan generalPrivate Limited.He is the head of the team making plans for the company also. He gave a number of suggestions to the team out of which the two main suggestions were; first, Mr Ram said that theyhad to face a lot of problem in getting the main Raw material used in the company, but in the next year it was possible that they could get it easily. Secondly, in the second coming year ,the rate of bank interest was most likely to increase, which would affect the companies cost. He laid emphasis on this matter that both of his remarks should be kept in view while preparing the plans.Clarity

to which stage of the planning process the above event is related?

- a) Setting of objectives
- b) Developing planning premises
- c) Identifying alternative courses of action
- d) evaluating alternative courses

Read the given text below and answer the questions based on it (58- 60).

"Uttaranchal Fairdeal limited," is a famous services providing company. Mr Chandan Pushkar is its managing director. He continuously motivate his research and development department that new and latest method of doing work be explored. Provision has also been made to give reward to those employees who will participate in a particular exploration. He also believes that two groups working on managerial and non-managerial posts are similar to two wheels of an Organisational vehicle. If this vehicle (organisation) is to be driven in a right way then both the wheels should be properly alligned. Mr Pushkar is a successful leader. Among his employees, he has instilled the feeling that no decision will be taken without consulting the subordinates. To excel ,the other companies in this field, is the main motive of Mr Pushkar. Paying attention to training is the secret of the company.

- 58 "He continuously motivates his research and development department that new and latest methods of doing work must be explored."
- a) Harmony, not discord
 - b) Science,Not rule of thumb
 - c) Cooperation, not individualism
 - d) Development of each and every person to his/her greatest efficiency and prosperity

- 59 "If this vehicle (organisation)is to be driven in a right way then both the wheels should be properly alligned ". The above statement explained the ----- principle of scientific management.
- a) Harmony, not discord
 - b) Science,Not rule of thumb
 - c) Cooperation, not individualism
 - d) Development of each and every person to his/her greatest efficiency and prosperity
- 60 "Among his employees he has instilled the feeling that no decision will be taken without consulting the subordinates. "Identify the principle of scientific management highlighted in the above statement.
- a) Harmony, not discord
 - b) Science,Not rule of thumb
 - c) Cooperation, not individualism
 - d) Development of each and every person to his/her greatest efficiency and prosperity

SAMPLE QUESTION PAPER-3 (TERM 1) 2021-22

SUBJECT : BUSINESS STUDIES

CLASS : XII

Time : 90 Min

Marks : 40

General Instructions:

- 1. The Question Paper contains 3 sections.*
- 2. Section A has 24 questions. Attempt any 20 questions.*
- 3. Section B has 24 questions. Attempt any 20 questions.*
- 4. Section C has 12 questions. Attempt any 10 questions.*
- 5. All questions carry equal marks.*
- 6. There is NO negative marking.*

SECTION-A

1. Management translates the works to be carried out in terms of goals to be achieved and assigns the means to achieve it. This statement relates to:
 - (a) Management of work
 - (b) Management of people
 - (c) Management of operations
 - (d) All of the above
2. Reena was planning the next project of her company. She had time span of 30 days for this project. She estimated that around 10 days will be required in planning. She kept this big slot for planning, due to which, very less time was left for implementation. Identify the limitation of planning function?
 - a) No guarantee of success
 - b) Costly process
 - c) Reduces creativity
 - d) Time consuming process

- 3 Which of the following is a feature of marketing process?
- (a) Satisfying needs and wants of the consumers
 - (b) Creating a market offering
 - (c) Developing an exchange mechanism
 - (d) All of the above
- 4 Which of the following is not an organisational objective of management?
- (a) Earning enough revenue to cover costs
 - (b) Earning sufficient profits to cover risks of business
 - (c) Increase in the prospects of business in the long run
 - (d) Providing free education to their employees children
- 5 Name the principle of management suggested by Henri Fayol, which advocates that, "there should be good superiors at all levels, clear and fair agreement and judicious application of penalties."
- (a) Authority and responsibility
 - (b) Esprit De Corps
 - (c) Order
 - (d) Discipline
- 6 Karam Limited is offering a travel package for 15 destinations worldwide with a free insurance on the bookings for the month of December, 2021. Identify the feature of marketing being described in the above lines.
- (a) Needs and wants
 - (b) Creating a market offering
 - (c) Customer value
 - (d) Exchange mechanism
- 7 Management is considered to be an art because:
- a) The principles of management have universal validity

- (b) The principles of management have universal application
 - (c) Different principles of management are brought into effect differently by different managers
 - (d) It is not important for the practising managers to be a member of a professional association.
- 8 Namita Limited has launched a new range of air conditioners in order to add value to the usability of the product. The new range of air conditioners have an inbuilt air purifier and are available in attractive colours. Identify the type of marketing philosophy being described in the above lines.
- (a) Product concept
 - (b) Production concept
 - (c) Marketing concept
 - (d) Societal marketing concept
- 9 Name the process which co-ordinates human efforts, assembles resources and integrates both into a unified whole to be utilised for achieving specified objectives,
- (a) Management
 - (b) Planning
 - (c) Organising
 - (d) Directing
- 10 Reema works in a corporate firm. Their work is done randomly, as per the mood and preferences of their boss. This leads to ineffective performance and lethargy on part of workers as well. Which of the following function of management is ignored by the firm?
- a) Controlling
 - b) Motivation
 - c) Setting of objectives
 - d) Planning

- 11 Organising is a process by which the manager
- (a) Establishes order out of chaos
 - (b) Removes conflict among people over work or responsibility sharing
 - (c) Creates an environment suitable for teamwork
 - (d) All of the above
- 12 "To see whether plans are being implemented and activities are being performed according to schedule". Which aspect of planning is highlighted in the aforesaid statement?
- a. Evaluating alternative courses
 - b. Selecting an alternative
 - c. Implementing the plan
 - d. Follow up action
- 13 Tanish Limited has chalked out an action plan in order to increase its market share in the international market by 20% in the next one year. The action plan contains the details about how the production levels will be increased, promotional activities will be carried out and so on. Identify the type of marketing function being described in the given lines.
- (a) Gathering and analysing market information
 - (b) Marketing planning
 - (c) Product designing and development
 - (d) Packaging and labelling
- 14 The Assam government has developed surveillance network using latest satellite technology. Under this system, the state's mining department would be in a position to check illegal mining activities across the state. The state government is also considering the use of drones in its proposed campaign against illegal mining. Identify the related dimensions of business environment.
- (a) Economic dimension and Legal dimension

- (b) Social dimension and Economic dimension
- (c) Technological dimension and Political dimension
- (d) Political dimension and Economic dimension

15 Healthify Limited has decided to launch a new range of water bottles with in-built water purifier. Instead of marketing the product by its generic name, the company has decided to call it 'Turifiere'. Identify the type of marketing function being described in the given lines.

- (a) Packaging and labelling
- (b) Branding
- (c) Pricing
- (d) Promotion

16 "Forecasts can be made about the demand for a particular product, policy change, interest rates, prices of capital goods, tax rates etc."

Which aspect of planning is highlighted in the aforesaid situation?

- a) Evaluating alternative courses
- b) Selecting an alternative
- c) Implementing the plan
- d) Developing planning premises

17 Keeping in view the recent trends of sales regression, Mamta Limited has decided to offer a flat 15% discount on all its products. Identify the related function of marketing being described in the given lines.

- (a) Packaging and labelling
- (b) Branding
- (c) Pricing
- (d) Promotion

18 India's population is expected to grow under 0.5 per cent during 2031-41 due to decline in fertility rate and increase in life expectancy. These changes in India's demography will also have implications such as the proportion of elementary school-going children will witness significant declines, lack of hospital beds and

increase in retirement age. The related feature of business environment being described in the above lines is

- (a) Totality of external forces (b) Dynamic nature
(c) Interrelatedness (d) Relativity

19 According to Henri Fayol, if this principle of general management is violated, "authority is undermined, discipline is in jeopardy, order disturbed and stability threatened." Identify the principle.

- (a) Authority and responsibility (b) Discipline
(c) Unity of command (d) Equity

20 As the span of management increases in an organisation, the number of levels of management in the organization _____

- (a) Increases (b) Decreases
(c) Remains unaffected (d) None of the above

21 Lavanya runs a Play School from her residence. Recently, she placed an order online for 200 chalk boxes. The boxes were delivered to her in a corrugated box. Identify this level of packaging which facilitated movement of the product.

- (a) Primary package
(b) Secondary packaging
(c) Transportation packaging
(d) None of the above

22 'Happy Tummy' began its business by offering the classic combo of hamburgers and fries. But over time, their customers wanted healthier foods, so 'Happy Tummy' responded and began offering healthy alternatives such as salads, fruits, wraps and oatmeal. If 'Happy Tummy' hadn't responded, they may have lost customers that wanted to eat healthier foods. The above case highlights one of the points related to the importance of business environment and its understanding by managers. Identify it.

- (a) It helps in coping with rapid changes.
 - (b) It helps in improving performance.
 - (c) It helps the firm to identify threats and early warning signals.
 - (d) It enables the firm to identify opportunities and getting the first mover advantage.
- 23 Which of the following is not a feature of functional structure?
- (a) It promotes functional specialisation.
 - (b) Managerial development is difficult.
 - (c) It is easy to fix responsibility for performance.
 - (d) It is an economical structure to maintain.
- 24 According to this principle of scientific management, the employees should be rewarded for their suggestions which results in substantial reduction in the cost.
- (a) Science, not rule of thumb
 - (b) Co-operation, not individualism
 - (c) Harmony, not discord
 - (d) All of the above

SECTION-B

- 25 In order to boost and double India's export of goods and services to over USD 1,000 billion by 2025, it is important to lower effective corporate tax rate, bring down cost of capital and simplify regulatory and tax framework. Identify the related dimension of business environment.
- (a) Social dimension and Legal dimension
 - (b) Technological dimension and Political dimension
 - (c) Political dimension and Social dimension
 - (d) Economic dimension and Legal dimension

- 26 "The real point of decision making is adoption of best plan." Which aspect of planning is highlighted in the aforesaid statement?
- Evaluating alternative courses
 - Selecting an alternative
 - Implementing the plan
 - Follow- up action
- 27 Soha refused to buy an insulated lunch box for for Rs.1200 as she felt that the real worth of the product was much less than its monetary value. Identify the factor related to pricing decision being described in the given case.
- Cost of the product
 - The utility and demand
 - Government and legal regulations
 - Pricing objectives
- 28 Any kind of external devices, like compact discs (CD's) for computer, have become obsolete. Google, with its Google Drive service, Apple with its iCloud offering, enables the users store documents, photos, music and movies on web-based servers. Identify the feature of business environment being described in the above lines.
- Relativity
 - Dynamic nature
 - Uncertainty
 - Interrelatedness
- 29 In Soya Ltd. The purchase department purchased 100 tonnes of raw material for the production department, However, the production department needed just 70 tonnes. Due to this reason, there has been overproduction and surplus goods were not accepted

by Sales department. As a result, some goods remained unsold. Which aspect of management is lacking?

- a. Organising
- b. Co-ordination
- c. Staffing
- d. Controlling

30 Newsletters, catalogues and invitations to organization sponsored events are most closely associated with the marketing mix activity of :

- a. Pricing
- b. Distribution
- c. Product development
- d. Promotion

31 Sanjiv works as a production manager in Global Enterprises Limited. He has been given the task of getting 1000 units of hand woven table mats manufactured at the cost of ₹ 150 per unit within 10 days. In order to be acknowledged as an effective manager, he must ensure that:

- (a) The cost of production does not exceed ₹ 150 per unit
- (b) The work is completed within 10 days even at higher cost per unit
- (c) The cost of production is less than ₹ 150 per unit
- (d) All of the above

32 Assertion :Decentralisation is an optional policy .

Reason :Decentralisation is the outcome of the policy decision taken by the top management .

- (a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion .
- (b) Both Assertion and Reason are true but Reason is not the correct explanation of Assertion .
- (c) Assertion is true but Reason is false .
- (d) Assertion is false but reason is true .

33 According to Taylor, "each specialist is to be assigned work according to his/her qualities, the employees who possess technical mastery should be involved in planning work whereas those with energy and good health may be assigned execution work."

Name the related principle of scientific management.

- (a) Functional foremanship
- (b) Science, not rule of thumb
- (c) Development of each and every person to his or her greatest efficiency and prosperity
- (d) None of the above

34 It arises from the established scalar chain which links the various job positions and levels of an organisation.

- (a) Authority
- (b) Responsibility
- (c) Accountability
- (d) None of the above

35 "When all the departments have their own objectives, policies and their own style of working."

Identify the importance of coordination in the given context.

- a) Growth in size
- b) Functional Differentiation
- c) Specialisation
- d) None of these

36 All other managerial functions are performed within the framework of the plans drawn. Identify the related feature of planning.

- (a) Planning focuses on achieving objectives.
- (b) Planning is pervasive.
- (c) Planning is futuristic.
- (d) Planning is primary function of management.

- 37 Which of the following statements highlights that management is a group activity?
- a) Organisation is a collection of diverse individuals with different needs.
 - (b) Achievement of common goal requires teamwork and co-ordination of efforts in a common direction.
 - (c) Each member of the organisation may have different individual goals but they must travel together towards common goals.
 - (d) All of the above
- 38 Nirav Limited is a company dealing in various types of fire extinguishers. Considering the fact that people generally don't buy fire extinguishers, the company undertakes aggressive sales promotion efforts in order to create and maintain demand for the product. Identify the type of marketing philosophy being described in the given case,
- (a) Product concept
 - (b) Selling concept
 - (c) Marketing concept
 - (d) Societal marketing concept
- 39 The purchase manager of a leading book shop maintains stock on continuous basis. It helps him to place orders well in advance, thus avoid facing the situation of stock shortage. This way he is able to save on delivery cost and maintain his stock levels. He is already ready to fulfill customer's need well in time. Identify the importance of management highlighted in the above case.
- a) Management creates a Dynamic Organisation
 - b) Management Helps in Achieving Personal Objectives
 - c) Management helps in Achieving Group Goals
 - d) Management Increases Efficiency

- 40 The subject of management is taught at different institutions. Some of these have been set up with the specific purpose of providing management education such as the Indian Institutes of Management (IIMs) in India. Entry to different institutes is usually through an examination. Which aspect of management is highlighted in aforesaid statement?
- a) Management as a science
 - b) Management as an art
 - c) Management as a science and an art
 - d) Management as a profession
- 41 Planning cannot foresee everything, and thus, there may be obstacles to effective planning. Identify the related limitation of planning.
- (a) Planning leads to rigidity.
 - (b) Planning may not work in a dynamic environment.
 - (c) Planning does not guarantee success.
 - (d) Planning reduces creativity.
- 42 The objective of this technique of scientific management is to reduce a given line or a product to fixed type sizes and characteristics. Name the technique.
- a) Method study
 - (b) Differential piece wage system
 - (c) Standardisation and simplification of work
 - (d) Functional foremanship
- 43 Assertion: Sales promotion refers to short term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service.
- Reason: Sales promotion is usually undertaken to supplement other promotional efforts such as advertising and personal selling.

- a. Both the Assertion and Reason are correct.
- b. Assertion is true but Reason is false
- c. Assertion is false but Reason is true
- d. Both the Assertion and Reason are false.

44 "Doctors have to get themselves registered with Medical Council of India and lawyers with Bar Council of India." In the above context, Which feature of profession is highlighted?

- a) Restricted Entry
- b) Existence of ethical code
- c) Professional Associations
- d) Service Motive

45 It is not always true that just because a plan has worked before it will work again.

Identify the related limitation of planning.

- (a) Planning leads to rigidity.
- (b) Planning reduces creativity.
- (c) Planning may not work in a dynamic environment.
- (d) Planning does not guarantee success.

46 Through this principle of management, Henri Fayol guides the managers to exhibit exemplary behaviour and advises that they should not fall into temptation of misusing their powers for personal benefit at the cost of general interest of the organisation.

Which principle of management is being described in the above statement?

- (a) Authority and Responsibility
- (b) Centralisation and decentralisation
- (c) Subordination of individual interest to general interest
- (d) Equity

- 47 Assertion: The demand for a product is related to its price.
Reason: Generally, lower the price, lower would be the demand for the product and vice versa.
- Both the Assertion and reason are correct.
 - Assertion is true but the reason is false.
 - Assertion is false, but the reason is true.
 - Both the Assertion and reason are false.
- 48 The label on the package of a brand of detergent powder says, "Keep cloth look good and your machine in top condition". Which advantage of labeling is highlighted here.
- Description of the product
 - Identification of product
 - Grading of products
 - Promotion of products

SECTION-C

Mr. Sindhu is the general manager of Air Purifier Manufacturing Company in Delhi.

The Directors want to expand the business operations and As per the resolution passed in meeting , it is decided that a new branch will be started in Mumbai also . It is also decided to appoint Mr.Sanchit , his subordinates to take charge of company's new office in Mumbai .Mr.Sindhu grants necessary authority to Mr. Sanchit so that he can fulfill his all responsibilities. However, within three months of feedback about Mr. Sanchit . Mr. Sindhu realizes that Mr. Sanchit is not doing the work as per instructions and expectations . He decided to take away the authority from Sanchit and redelegate the same to Mr. Ankur ,one of his another

subordinate . Due to this change in managerial position at the Mumbai office ,the work suffer a lot and the company is not able to meet the desired goals.

- 49 Why is Mr. Sanchit supposed to give regular feedback about his work to Mr. Sindhu ?
- (a) As he has granted authority .
 - (b) As he has given responsibility .
 - (c) both a and b
 - (d) none of the above.
- 50 Can Mr. Sanchit be held responsible for not meeting the work allotted to him ?
- (a) Yes , it is obligation of subordinates to perform the assigned duties to the best of his ability .
 - (b) No ; Mr. Sanchit was not held responsible as he is only subordinate of MrSindhu .
 - (c) Mr. Sanchit may or may not be responsible .
 - (d) Mr. Sindhu will be held responsible .
- 51 Can Mr.Sindhu take back the authority granted to Mr. Sanchit and redelegate to another ?
- (a) No, Mr. Sindhu cannot take back the authority once delegated
 - (b) yes, Mr. Sindhu can take back the authority and redelegate to another .
 - (c) Mr. Ankur cannot take the charge in place of Mr. Sanchit.
 - (d) none of these .
- 52 Responsibility is derived from _____ and Accountability is derived from _____ .
- (a) Accountability , Authority .
 - (b) Accountäbility , Responsibility.
 - (c) Authority , Responsibility .
 - (d) None of the above .

- 53 Name the concept discussed in above case.
- a. Decentralization
 - b. Delegation
 - c. Span of management
 - d. Functional structure
- 54 Is the concept discussed above is:
- a. Compulsory for organization
 - b. Optional policy
 - c. Both of above
 - d. None of above
- 55 Electric vehicles with zero tail pipe emission are emerging as a good alternative to ' problems like climate change, surging pollution leading to ill health, crude import bill and energy security. Identify the related dimensions of business environment.
- (a) Economic dimension, Legal dimension and Social dimension
 - (b) Social dimension, Political dimension and Economic dimension
 - (c) Economic dimension, Technological dimension and Social dimension
 - (d) Social dimension, Political dimension and Legal dimension
- 56 Sneha found a worm crawling out of newly opened tetra pack of a juice manufactured by a reputed company," Refresh Ltd." She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a consumer activist group to seek help. The group decided to help Sneha and take measures to impose restrictions on the sale of the firm's products of the particular batch and urge customers to refrain from buying the products of the company.

Refresh Ltd. Lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a manager.

Identify the concept of Marketing Management which will help the manager getting the firm out of the above crisis.

- a. Advertising
- b. Personal selling
- c. Sales promotion
- d. Public relations

57 'Mongia Medicare Equipments Ltd.' Manufactures equipment for surgeons having a unique laser technique. The equipment can be used by surgeons only after proper training. Even their maintenance requires guidance of specialized engineers. Because of this, the equipment is used in a limited number of hospitals. The company wants to increase the sale of the equipment. Suggest the promotion tool used by the company

- a. Advertising
- b. Personal selling
- c. Sales promotion
- d. Public relations

58 Identify the correct sequence of steps involved in the planning process.

- (a) Evaluating alternative courses, Identifying alternative course of actions, Setting objectives, Developing premises
- (b) Setting objectives, Identifying alternative course of actions, Evaluating alternative courses, Developing premises
- (c) Setting objectives, Developing premises, Identifying alternative course of actions, Evaluating alternative courses
- (d) Setting objectives, Developing premises, Identifying alternative course of actions, follow-up

59 The management of Kinsa Retail firmly believes that the principles of management are not rigid prescriptions which have to be followed absolutely. Rather, the application of principles of management is dependent upon the prevailing situation at a particular point of time. Their application has to be changed as

per requirements. What nature of management principles has been highlighted here?

- (a) Universal applicability
- (b) Flexibility
- (c) Contingent
- (d) Mainly behavioural

60 Which of the following statements best 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 behaviour of individuals.
- (d) None of the above.

MARKING SCHEME

CLASS XII (2021-22) TERM 1

SUBJECT: BUSINESS STUDIES

- | | |
|---------|----------|
| 1. (a) | 2. (b) |
| 3. (a) | 4. (b) |
| 5. (a) | 6. (a) |
| 7. (b) | 8. (b) |
| 9. (a) | 10. (c) |
| 11. (c) | 12. (b) |
| 13. (b) | 14. (d) |
| 15. (b) | 16. (c) |
| 17. (d) | 18. (b) |
| 19. (c) | 20. (b) |
| 21. (c) | 22. (d) |
| 23. (a) | 24. (b) |
| 25. (b) | 26. (d) |
| 27. (a) | 28. (d) |
| 29. (b) | 30. (a) |
| 31. (d) | 32. (c) |
| 33. (a) | 34. (b) |
| 35. (c) | 36. (a) |
| 37. (c) | 38. (b) |
| 39. (a) | 40. (b) |
| 41. (c) | 42. (a) |
| 43. (a) | 44. (a) |
| 45. (b) | 46. (a) |
| 47. (a) | 48. (d) |

49. (b)

51. (a)

53. (a)

55. (c)

57. (b)

59. (a)

50. (b)

52. (b)

54. (a)

56. (a)

58. (a)

60. (a)

SAMPLE PAPER -2

SUBJECT : BUSINESS STUDIES 2021-22

MARKING SCHEME

Q.No	Answer	Q.No	Answer	Q.No	Answer
1	A	21	D	41	D
2	A	22	C	42	A
3	B	23	B	43	B
4	B	24	D	44	C
5	A	25	A	45	B
6	C	26	B	46	A
7	C	27	A	47	B
8	B	28	A	48	B
9	A	29	D	49	D
10	D	30	A	50	B
11	D	31	A	51	C
12	B	32	C	52	A
13	D	33	C	53	A
14	C	34	B	54	A
15	A	35	D	55	C
16	D	36	B	56	D
17	C	37	C	57	B
18	A	38	A	58	B
19	D	39	A	59	A
20	A	40	C	60	C

SAMPLE PAPER -3

SUBJECT : BUSINESS STUDIES 2021-22

MARKING SCHEME

SECTION-A

Q.No	Answer	Q.No	Answer
1.	a	2	d
3	d	4	d
5	d	6	c
7	c	8	a
9	c	10	d
11	d	12	d
13	b	14	c
15	b	16	d
17	d	18	c
19	b	20	b
21	c	22	a
23	c	24	b

SECTION-B

25	d	26	b
27	b	28	c
29	b	30	d
31	b	32	a
33	c	34	a
35	b	36	d
37	d	38	b
39	d	40	d

- | | | | |
|----|---|----|---|
| 41 | b | 42 | c |
| 43 | a | 44 | c |
| 45 | d | 46 | c |
| 47 | b | 48 | d |

SECTION-C

- | | | | |
|----|---|----|---|
| 49 | c | 50 | a |
| 51 | b | 52 | c |
| 53 | b | 54 | a |
| 55 | c | 56 | d |
| 57 | b | 58 | c |
| 59 | c | 60 | b |