



Delhi Public School, Howrah

PERIODIC TEST II - (2024-2025)

Class-XII

Care must be taken not to write anything on the question paper. All the questions must be attempted in the correct sequence.

SUBJECT: BUSINESS STUDIES (CODE-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.	Trisha saw 'Buy one get one free' printed on the label of the package of a mosquito repellent. Which is the function of labelling mentioned here? (a) Giving information to consumer. (b) Describing the product and specifies its content. (c) Promoting the product. (d) Selling the product.	1
2.	Indigo Limited has a staff of 300 people which is grouped into different departments. The organisational 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 organisational structure being followed by the company. (a) Functional structure (b) Divisional structure (c) Informal structure (d) Formal structure	1
3.	Which of the following is the primary aim of financial management? (a) Optimum utilisation of resources. (b) Link present with future. (c) Ensures availability of funds wherever required. (d) Wealth maximisation.	1
4.	Recycle Ltd. manufactures files and folders from old clothes to discourage the use of plastic files and folders. For this, they employ people from nearby villages where very less job opportunities are available. An employee, Debarghya, designed a plan for cost reduction but it was not welcomed by the production manager. Another employee gave some suggestions for improvements in design, but it also was not appreciated by the production manager. State the principle of management that is violated in the above paragraph. (a) Initiative (b) Discipline (c) Order (d) Equity	1

5.	<p>Khalsa Fabric Company is planning to measure potential of each employee for learning new skills to know their capacity to develop. Which type of test will cater to the company's aim?</p> <p>(a) Aptitude test (b) Intelligence test (c) Trade test (d) Interest test</p>	1															
6.	<p>Choose the correct option from the options given below. Statement I: Advertising is an impersonal form of communication. Statement II: Advertising lacks direct feedback. Alternatives: (a) Statement I is true and II is false. (b) Statement II is true and I is false. (c) Both the statements are true. (d) Both the statements are false.</p>	1															
7.	<p>Which of the following statements is not correct about recruitment?</p> <p>(a) Internal sources of recruitment motivate the employees to improve their performances. (b) Recruitment is a positive process. (c) Process of recruitment proceeds selection. (d) External sources of recruitment give satisfaction to the existing employees.</p>	1															
8.	<p>Raman and Vasudev were working together in an import-export company in Varanasi. They were engaged in embezzlement of cash. The finance manager of the company Sampat Singh became suspicious of the two employees when he realized that their activities were not being performed as per the plans. He installed a software program that could secretly log every single stroke of the suspects' computer keys and send an encrypted email report to the Cyber police. The police were able to catch the two dishonest employees red handed and arrested them.</p> <p>Identify the function of management being discussed above.</p> <p>(a) Staffing (b) Controlling (c) Coordination (d) Organizing</p>	1															
9.	<p>Match the principles of management with their explanation and choose the correct option.</p> <table border="1" data-bbox="178 1245 1414 1666"> <thead> <tr> <th data-bbox="178 1245 959 1301">Explanation</th> <th data-bbox="959 1245 1034 1301"></th> <th data-bbox="1034 1245 1414 1301">Principles Of Management</th> </tr> </thead> <tbody> <tr> <td data-bbox="178 1301 959 1413">I. Introductory training programme to introduce the selected employee to other employees and familiarise him/her with the rules and policies of the organisation.</td> <td data-bbox="959 1301 1034 1413">A.</td> <td data-bbox="1034 1301 1414 1413">Apprenticeship programmes</td> </tr> <tr> <td data-bbox="178 1413 959 1491">II. It is a joint programme of training in which educational institutions and business firms cooperate.</td> <td data-bbox="959 1413 1034 1491">B.</td> <td data-bbox="1034 1413 1414 1491">Internship training</td> </tr> <tr> <td data-bbox="178 1491 959 1592">III. Employees learn their jobs on the equipment they will be using but the training is conducted away from the actual work floor.</td> <td data-bbox="959 1491 1034 1592">C.</td> <td data-bbox="1034 1491 1414 1592">Vestibule training</td> </tr> <tr> <td data-bbox="178 1592 959 1666">IV. The trainee works under the guidance of a master worker or an experienced guide, or trainer for a prescribed period.</td> <td data-bbox="959 1592 1034 1666">D.</td> <td data-bbox="1034 1592 1414 1666">Induction training</td> </tr> </tbody> </table> <p>(a) I-B, II-D, III-C, IV-A (b) I-D, II-B, III-C, IV-A (c) I-D, II-C, III-B, IV-A (d) I-D, II-A, III-B, IV-C</p>	Explanation		Principles Of Management	I. Introductory training programme to introduce the selected employee to other employees and familiarise him/her with the rules and policies of the organisation.	A.	Apprenticeship programmes	II. It is a joint programme of training in which educational institutions and business firms cooperate.	B.	Internship training	III. Employees learn their jobs on the equipment they will be using but the training is conducted away from the actual work floor.	C.	Vestibule training	IV. The trainee works under the guidance of a master worker or an experienced guide, or trainer for a prescribed period.	D.	Induction training	1
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10.	<p>Profits can be maximised by attracting and persuading the customers to buy the product. Which concept of marketing management is being referred to?</p> <p>(a) Marketing concept (b) Product concept (c) Production concept (d) Selling concept</p>	1															

11.	<p>Identify the correct sequence of steps involved in the motivation process.</p> <p>(a) Tension, drives, search behaviour, unsatisfied need, satisfied behaviour, reduction of tension. (b) Unsatisfied need, tension, drives, search behaviour, satisfied behaviour, reduction of tension. (c) Drives, search behaviour, unsatisfied need, tension, satisfied behaviour, reduction of tension. (d) Search behaviour, reduction of tension, unsatisfied need, tension, drives, satisfied behaviour.</p>	1
12.	<p>Star Ltd. is manufacturing electrical items by using environmentally friendly methods of production. Which management objective is used here?</p> <p>(a) Social Objective (b) Organisational Objective (c) Individual Objective (d) Economic Objective</p>	1
13.	<p>Ketan works as a production manager in a company dealing in stationery products. Every year at the time of drawing annual production plans he along with his team have to undertake intellectual thinking involving foresight, visualization and judgement. This is because plans cannot be made on guess work. Identify the related feature of planning described above.</p> <p>(a) Planning is a primary function. (b) Planning is pervasive. (c) Planning involve decision making. (d) Planning is a mental exercise.</p>	1
14.	<p>Mediater Limited is a firm located in New Delhi and founded by Mr. Anansh Gupta. The firm seeks to provide the prospective candidates with an opportunity to get placed in the desired companies in India and abroad in many sectors namely; Automobile Manufacturing, IT, Telecommunications, Finance, Food, FMCG, Pharmaceuticals, Healthcare and Power.</p> <p>Identify the source of recruitment being offered by Mediater Limited.</p> <p>(a) Casual Callers (b) Advertisements (c) Placement agencies and Management consultants (d) Employment Exchange</p>	1
15.	<p>Which type of organization is created as a result of the group indicated in the image given below?</p>  <p>(a) Functional structure (b) Divisional structure (c) Informal structure (d) Formal structure</p>	1
16.	<p>It is an important principle of management based on the belief that an attempt to control everything results in controlling nothing. Identify the principle.</p> <p>(a) Critical Point Control (b) Management by Exception (c) Deviation (d) All of the above</p>	1

17.	<p>The application of the principles of management has to be changed as per the requirements of the prevailing situation at a particular point of time. Which feature of the principles of management is being described in the given statement?</p> <p>(a) Contingent (b) Mainly behavioural (c) Cause and effect relationship (d) General guidelines</p>	1
18.	<p>Given below are two statements, one labelled as Assertion (A) and the other labelled as Reason (R). Assertion (A): Advertising is economical as compared to other promotional techniques. Reason (R): The total advertising cost is spread over a large number of people.</p> <p>Alternatives: (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.</p>	1
19.	<p>Vinber Ltd. set up a manufacturing unit at Bhiwadi at Himachal Pradesh to manufacture electric geysers and supply them to dealers all over the country. Their production target was 500 geysers per week. It was decided by the management that variation in production up to 10 units would be acceptable. At the end of the first week, the production was 450 geysers. The next week, production increased to 470 geysers. A week later, production was 460 geysers. On investigation, it was found out that fluctuation in production was due to irregular supply of electricity.</p> <p>Which step of the function of management highlighted above is not discussed?</p> <p>(a) Measurement of Actual Performance. (b) Comparing Actual Performance with Standards. (c) Analysing Deviations for causes. (d) Taking corrective action if deviations go beyond the acceptable limits.</p>	1
20.	<p>Which among the following is an incorrect statement?</p> <p>(a) Delegation means abdication. (b) Delegation empowers an employee to act for his superior. (c) Delegation helps in expansion and growth of organisation. (d) Delegation is a pre-requisite to the efficient functioning of an organisation.</p>	1
21.	<p>Khsetrum Ltd. had plans to manufacture and provide the best quality artificial jewellery to the consumers. For this, its management identified that the following steps needs to be performed:</p> <ul style="list-style-type: none"> • Procurement of raw material, its conversion into synthetic element, processing, market research, to create awareness in the consumers about their product, etc. • It then created small groups having the activities of similar nature. • To ensure achievement of the goals, it allocated the work to the different positions created earlier. <p>They knew that mere allocation of duties is not enough. To achieve the goals, it is necessary that there exists a superior subordinate relationship. They, therefore, created it.</p> <p>State the steps of the function of management performed above by quoting the relevant lines.</p>	3
22.	<p>Differentiate between On-the-job training and Off-the-job training.</p> <p style="text-align: center;">OR</p> <p>Elucidate the concept of performance appraisal with suitable example.</p>	3
23.	<p>Isaac is a supervisor at 'Franco Bakery'. The factory produces 30,000 packets of bread and biscuits every day. As a supervisor Issac ensures that work goes on smoothly and there is no interruption in production. He is a good leader who gives orders only after consulting his subordinates, working out the policies with the acceptance of the group.</p> <p>Elucidate the leadership style being adopted by Isaac.</p>	3
24.	<p>'Controlling is both backward and forward-looking function.' Do you agree? Give reason.</p> <p style="text-align: center;">OR</p> <p>'Comparing the actual performance with laid standards, finding out deviations and taking corrective action are steps in the process of a function of management.' Elucidate them.</p>	3

25.	<p>Explain any four financial incentives used by an organisation to motivate its employees.</p> <p style="text-align: center;">OR</p> <p>Shahid exercises full control over his subordinates and takes decisions without consulting them. Explain the leadership style. Also, discuss its major advantage and disadvantage.</p>	4
26.	<p>Identify and explain the principles of management which:</p> <p>(a) avoids dual subordination (b) strives to minimize employee turnover</p> <p style="text-align: center;">OR</p> <p>Identify and explain the principles of management which:</p> <p>(a) ensures fairness to all employees (b) encourages workers to develop and carry out their plans for improvements in the organisation.</p>	4
27.	<p>Fashion Fabulous Ltd. is engaged in the business of export of garments. In the past, the performance of the company had been up to the expectations. In line with the latest technology, the company decided to upgrade its machinery. For this, the Finance Manager, Aarika estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decisions on a continuous basis. Aarika therefore began with the profit estimates in the business.</p> <p>(a) Recognise the financial concept discussed in the above para. (b) Also state the objectives to be achieved by the use of financial concept, so identified. (c) State any two importance of the financial concept discussed in the above para.</p>	4
28.	<p>"Dreams can be turned into reality when managers think in advance what to do and how to do it."</p> <p>(a) Point out the function of management indicated by the given statement. (b) Explain any three characteristics of the function of management highlighted above.</p>	4
29.	<p>Identify and explain the type of dimensions of business environment in the following cases:</p> <p>(a) It includes factors like money supply, price level, monetary policy etc. (b) Increased awareness towards health has increased demand for organic food. (c) A stable government builds up confidence among the firms to invest in big projects. (d) Dee Industries is facing a lot of opposition as it pays less salary to female workers as compared to male workers for equal work.</p>	4
30.	<p>Sikander runs an Auto Repair Shop in Khan market in New Delhi. He has devised a way to measure the productivity and performance of his employees in terms of how many cars are being repaired by each mechanic, on a weekly basis. He follows a repair quota system under which each mechanic must fix ten engines, patch five tires and replace 15 windshield wipers each week. Henceforth, he decides to the measure the performance of each mechanic and compare it with the preset standards. Once he evaluates the information on the basis of its effect on the working of the business, he provides feedback to each employee as this will help them make improvements in their work.</p> <p>By quoting lines from the above paragraph, identify the steps involved in the process of the function of management being discussed.</p>	4
31.	<p>The Managing Director has invited suggestions from Mrs. Ghosh for retaining the talented employees. Mrs. Ghosh recommends that the good employees be rewarded in a way that it creates a feeling of ownership amongst the employees and at the same time makes them contribute towards the growth of the organization.</p> <p>(a) Identify the incentive which has been suggested by Mrs. Ghosh to the Managing Director of the Company. (b) Explain any two other incentives of the same type.</p> <p style="text-align: center;">OR</p> <p>i. How can the company satisfy social and esteem needs of its employees? (State any three) ii. Which needs of the employees as per Maslow's Need Hierarchy theory will be satisfied by the following incentives: (a) Providing them with a safe working environment. (b) Encouraging the use of informal organisation structure. (c) Delegating them the authority.</p>	3+3 =6

32.	<p>'Advertising' and 'Personal selling' both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six points.</p> <p style="text-align: center;">OR</p> <p>"The elements of marketing mix are popularly known as 4 Ps of marketing." Briefly explain these elements.</p>	6
33.	<p>Madhur started a catering business in Ludhiana one year back. However, despite his utmost sincerity towards the work his business has not been able to make a place for itself in the market. The clients never seem to be satisfied with his services. One of the prime reasons for this is he is not able instruct his staff clearly as to what they should do. Moreover, he fails to provide effective guidance and inspiration to them to ensure that his instructions are implemented in proper perspective. As a result, his business is running into major losses and he now plans to shut down his business.</p> <p>In context of the above case:</p> <p>(a) Name and explain the managerial function which Madhur is unable to perform and is leading to the closure of his business.</p> <p>(b) Briefly explain the four categories into which the main activities related to the function as identified in part (a) may broadly be grouped.</p>	6
34.	<p>One of India's largest IT solutions providers, Wipro Technologies, is taking on the likes of IBM and Accenture in its effort to be included among the largest and most successful technology services companies in the world. Restructuring Wipro was considered the most important step in becoming a global giant, driven by the goal towards improved customer-orientation. During the past few months, Wipro separated itself into several subsidiaries by product line: telecommunications, engineering, financial services, etc. Each subsidiary brings in about \$300 million in annual earnings and is self-sufficient with their own accounting books, personnel and administrative functions.</p> <p>(a) Which type of organisation structure is suitable for Wipro Technologies and why?</p> <p>(b) State any two advantages and two disadvantages of the organisation structure recommended by you in part (a).</p>	6