



Delhi Public School, Howrah

PERIODIC TEST III - (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

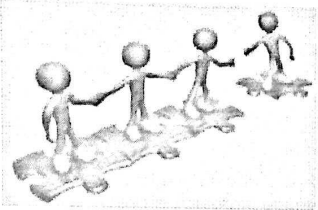
Maximum Marks - 80

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.	Which level of management formulates overall organizational goals and strategies for their achievement? (a) Middle Level (b) Operational Level (c) Top Level (d) Supervisory Level	1
2.	Identify the reason which makes management important in the light of the fact that is generally seen that individuals in organisations resist change, as a change often means moving from a familiar, secure environment into a newer and a more challenging one. (a) Management helps in achieving groups goals. (b) Management creates a dynamic organisation. (c) Management increases efficiency. (d) Management helps in the development of the society.	1
3.	Recently the Indian Government encouraged foreign companies to invest in some sectors of retailing in the country. Which dimension of business environment is mentioned in the given statement? (a) Political (b) Legal (c) Economic (d) Social	1
4.	With the introduction of mineral water bottles in India, Bisleri was able to capture the big market share in India. Which importance of business environment is highlighted in the above case? (a) Helps to tap resources (b) Helps in policy making (c) Improve Performance (d) Helps to identify opportunity and getting first mover advantage	1
5.	Which of the following is the factor of the social environment of business? (a) Customs (b) Standard of education (c) Standard of living (d) All of the above	1
6.	Business environment includes both 'specific and general force'. Which one of the following is included in specific forces? (a) Social (b) Economical (c) Customers (d) Legal	1

7.	Which principle of management prevents dual subordination? (a) Unity of Command (b) Unity of Direction (c) Order (d) Equity	1																
8.	Ram was given a task by his superior to prepare a plan in 15 days. He asked two of his subordinates to work upon this task, one of the subordinates met with an accident and could not complete his work. Who is answerable for this task? (a) Ram is accountable. (b) Ram's superior is accountable. (c) Ram's subordinate is accountable. (d) None of them is accountable.	1																
9.	"Who reports to whom" is decided in the following step of organizing process. Identify the step mentioned in the aforementioned statement. (a) Identifying the activities (b) Grouping the activities (c) Assignment of duties (d) Establishing reporting relationship	1																
10.	The production Manager of Tesla Ltd., finds out that the cost of raw material per unit is increased by Rs. 8 and there is also an increase in the courier charges by Rs. 20. The Production Manager decided to focus attention on the increase in the cost of raw material. The manager followed - (a) Critical Point Control (b) Management by exception (c) Organizing (d) None of these	1																
11.	Arrange the steps involved in the process of controlling in correct sequence: i. Comparison of actual performance with standards. ii. Setting performance standards. iii. Taking corrective action. iv. Measurement of actual performance. v. Analysing deviations (a) (ii), (iv), (i), (v), (iii) (b) (iii), (i), (iv), (ii), (v) (c) (ii), (i), (v), (iii), (iv) (d) (ii), (v), (iv), (iii), (i)	1																
12.	Match the various terms of Financial Markets Column I with their respective Statements in Column II. <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">COLUMN – I</th> <th colspan="2" style="text-align: center;">COLUMN – II</th> </tr> </thead> <tbody> <tr> <td style="width: 5%;">A</td> <td style="width: 35%;">Financial market</td> <td style="width: 5%;">i)</td> <td style="width: 55%;">It is also known as Stock market.</td> </tr> <tr> <td>B</td> <td>Primary market</td> <td>ii)</td> <td>It is a market for creation and exchange of financial assets.</td> </tr> <tr> <td>C</td> <td>Secondary market</td> <td>iii)</td> <td>It is also known as new issue market.</td> </tr> </tbody> </table> (a) A(ii), B(iii), C(i) (b) A(i), B(iii), C(ii) (c) A(iii), B(ii), C(i) (d) A(i), B(ii), C(iii)	COLUMN – I		COLUMN – II		A	Financial market	i)	It is also known as Stock market.	B	Primary market	ii)	It is a market for creation and exchange of financial assets.	C	Secondary market	iii)	It is also known as new issue market.	1
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13.	In which year the Securities and Exchange Board of India (SEBI) was given a statutory status? (a) 1988 (b) 1991 (c) 1992 (d) 1994	1																
14.	For the following two statements choose the correct option. Statement I: De-mat Account is the common name of Beneficiary Owner Account. Statement II: PAN Number is mandatory to be provided by the investor to the broke while filling a client registration form.	1																

	<p>(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>	
15.	<p>Which of the following is the Protective function of SEBI? (a) Training of intermediaries of Security market. (b) Registration of Broker and sub-brokers. (c) Promotion of fair-trade practices. (d) Conducting research and publishing information useful to all market participants.</p>	1
16.	<p>Identify the principle of management followed in the following pictorial representation.</p>  <p>(a) Scalar Chain (b) Order (c) Unity (d) Equity</p>	1
17.	<p>Which of the following is incorrect about sales promotion? (a) It offers short term incentives to the consumers. (b) It is useful in launching new products. (c) It is a personal form of promotion. (b) Rebate, Discount, sampling etc. are parts of sales promotion.</p>	1
18.	<p>Assertion (A): Coordination is a one-time function of the top management. Reason (R): Coordination begins at the planning stage and continues till controlling. 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 but Reason (R) is not the correct explanation of Assertion (A). (c) Assertion (A) is true and Reason (R) is false. (d) Assertion (A) is false and Reason (R) is true.</p>	1
19.	<p>Crackers Ltd., a fire cracker manufacturing company launched some new products on eve of Diwali which attracted many buyers. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets that led to many accidents. Identify the important product related decision that was not taken into consideration by the company. (a) Labelling (b) Packaging (c) Branding (d) Advertising</p>	1
20.	<p>Identify marketing management philosophy which focuses on paying attention to the social ethical and ecological aspect of marketing. (a) Product concept (b) Selling concept (c) Marketing concept (d) Societal marketing concept</p>	1

21.	<p>White Elpis Ltd. has recently given job to two employees. Ravi and Suraj are two friends who are from the same college. They both have different work experience as Ravi is a bit older and had worked in an MNC earlier. However, both are paid equally. Every person in their department knows that Ravi is more efficient than Suraj. Definitely they see a mismatch in the salaries and the efficiencies of the employees in the company. The marketing department of the same company has this year set a monthly target of 10000 units of sports items to be sold. In the month of March 6000 items were sold and the deviation was 4000 units. In the month of April 8000 units were sold and the deviation was 2000 units. Despite these deviations no effort is being made to track the performance of the company to minimize the gaps.</p> <p>In the above case which two functions of management have been discussed? A very important concept of management has also been overlooked. Identify and explain it.</p>	3
22.	<p>Explain any two features of Motivation as an element of Directing.</p> <p style="text-align: center;">OR</p> <p>Elucidate the concept of employee recognition with a suitable example.</p>	3
23.	<p>State how the following factors affect the working capital requirements of a company:</p> <p>i. Seasonal Factors ii. Production Cycle iii. Operating Efficiency</p>	3
24.	<p>Mention the responsibilities of a consumer as per Consumer protection act.</p> <p style="text-align: center;">OR</p> <p>Saksham has a dairy supplying milk, cream, paneer, and desi ghee. For earning more profit, he is practicing adulteration by mixing toned milk in full cream milk and animal fats in desi ghee. His customers have complained of several health problems due to adulteration. Vaani is one of the customers of Saksham. What steps can she take against Saksham under Consumer Protection Act?</p>	3
25.	<p>The process of planning involves certain logical steps. Explain the first four steps of this "process".</p> <p style="text-align: center;">OR</p> <p>'Planning is the basic function of management'. Comment.</p>	4
26.	<p>State any three points of importance of Controlling function of management.</p> <p style="text-align: center;">OR</p> <p>Explain any three points that highlight the relationship between planning and controlling function of management.</p>	4
27.	<p>The production manager of Britannica Limited instructs a salesman to go slow in selling the products whereas the marketing manager is insisting on fast selling to achieve the target. Which Principle of management is being violated in this case? Explain.</p>	4
28.	<p>Differentiate between Autocratic and Democratic style of Leadership.</p>	4
29.	<p>Elucidate the term 'Primary market'. Briefly explain the concept of an Initial Public Offer.</p>	4
30.	<p>Explain the concept of Consumer Protection and any three points of its importance from the point of view of consumers.</p>	4
31.	<p>"After planning and selection of the organisation structure, the next step in the management process is to fill the various posts provided in the organisation."</p> <p>Explain in brief the various steps involved in the above mentioned function of management.</p> <p style="text-align: center;">OR</p> <p>Harish, the director of a company, is planning to manufacture stuffed toys for utilizing waste materials from one of his garment factories. He decided that this manufacturing unit will be set-up in a rural area so that people of that area will have more job opportunities. For this, he selected Rehman, Anita Banerjee, Harpreet Kaur and Umesh (a differently abled but very intelligent and creative person in designing) as the heads of Sales, Accounts, Purchase and Production Departments respectively.</p> <ol style="list-style-type: none"> i. Identify and state the next three steps that Harish has to follow in the staffing process after selecting the heads of different departments. ii. Identify any two values that Harish wants to communicate by setting-up this manufacturing unit. 	6

	<p>Organising essentially implies a process which coordinates human efforts, assembles resources and integrates both into a unified whole to be utilised for achieving specified objectives. Organising involves a series of steps that need to be taken in order to achieve the desired goal.</p> <p>i) What is Organizational Structure? ii) Distinguish between Functional and Divisional structure.</p> <p style="text-align: center;">OR</p> <p>With rapid advancements in the field of replacing manual work with machines, a Robot named Sujan has been invented and developed and is likely to get the citizenship of the country of its origin. It has led to a stage where machines are being used in place of human beings. Sujan is doing all types of work whether routine or hazardous and even answering the queries of people. However, this issue has to be carefully looked into keeping in mind the consumer attitude towards product innovations, problem of unemployment and its impact on the quality of life. Through the orders and decisions of various commissions and agencies at Centre, State or Local level the Indian Government is playing a very significant role in balancing the use of human and machine power. Various dimensions of business environment are being discussed in the above Para.</p> <p>By quoting the lines from the above identify and explain any three dimensions of Business Environment.</p>	6
33.	<p>Indore Cattle Feeds Limited' is a well-known company of its area. For the last few days differences have cropped up between the management and workers. The workers are demanding more bonus. This matter has aggravated so much that the attention of both the parties has been diverted from production to the division of profit. Consequently, the profits of the company began to fall down. In order to assess the situation of company's rapidly falling down of profits, a team of specialists in management was invited. After investigations, besides Management- Workers' differences, one more fact was revealed. That fact was that the Purchase Manager of the company was purchasing the raw material from another company run by his own son at a price more than the market rate. Consequently, increase in cost of production and reduction in profits had taken place. When the news of deteriorating environment of the company was leaked out, the customers felt disappointed. Consequently, many customers left the company and some of them were thinking on these lines. However, the pleasing factor for the company is this that a big company in competition with it has closed its business because of heavy losses. It has advertised in a newspaper also for the sale of factory.</p> <p>a. Which technique of scientific management will be suitable and why for the company to rise above this current situation? b. Which principle of management given by Henry Fayol is being ignored by the company? Explain by quoting the relevant lines. c. Which factors of Business Environment are affecting the company? Identify the type and factors of Business Environment.</p>	6
34.	<p>Haryaram is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales.</p> <p>The above paragraph describes the combination of variables used by Haryaram to prepare its market offering. Identify and explain the variables.</p>	6