Class XII
Post Mid Term Examinations (2024-25)
Business Studies
Set A1

Time allowed: 3 Hrs. Max. Marks: 80

General Instructions:

i. This question paper contains 34 questions over 6 pages.
ii. All parts of a question should be attempted at one place.
iii. Write the serial number of the question before attempting it.

A1	Questions	Marks
1	Q. When Jaskaran Singh applied for the post of Computer teacher in a school in Bhubaneswar, he was asked to prepare a PowerPoint presentation on a particular topic during the selection procedure. Identify the type of selection test being mentioned in the above lines: a. Trade test. b. Intelligence test. c. Personality test. d. Interest test.	1
2	Q. Which of the following is not a characteristic of directing? a. Directing initiate action. b. It is a continuous process. c. Flows from top to bottom. d. Ensuring order & discipline.	1
3	Q. Controlling is known as a backward-looking function because _____: a. It relates to a future course of action. b. It is like a post-mortem of the past activities c. To find out deviation, it aims at improving future performance. d. It measures the actual performance.	1
4	Q. Who can file a complaint before the appropriate consumer forum? a. One or more consumers, on behalf of numerous consumers. b. Central Govt. or any State Govt. c. Any registered Consumer's Association. d. All of the above.	1
5	Q. Keeping in mind the emerging nature of the securities market in India, SEBI is performing various functions. Identity the below-mentioned type of function: "Controlling insider trading and imposing penalties for such practices." a. Regulatory Function. b. Development Function. c. Protective Function. d. Stock Exchange Function.	1
6	Q. Even after opening up of Indian Economy, foreign companies find it extremely difficult to cut through the bureaucracy and red-tapism in Government offices. This	1

	discourages them from investing in India. Identify the dimension of environment mentioned in the above para: a. Economic Environment. b. Social Environment. c. Political Environment. d. Technological Environment.	
7	Q. Which of the following statements does not highlight the relationship between planning and controlling? (a) Planning and controlling are separable twins of management. (b) Planning without controlling is meaningless; controlling without planning is blind. (c) Planning is prescriptive, controlling is evaluative. (d) Planning and controlling are interrelated and interdependent.	1
8	Q. When the deviations between the actual performance and the planned performance are within the limits _____: (a) Standards are required to be amended. (b) No corrective action is required. (c) A major corrective action is required. (d) Further Planning is required.	1
9	Q. An NGO, Mahila Suraksha Samiti, tied up with a pharmaceutical company to launch a new product 'Safe-self' which is a wrist band having pepper spray mechanism in it. Also, they have decided to sell it at a nominal price of Rs.100 per unit to the customers. The company decided to launch this innovative product through a women safety campaign. Identify the promotional tool that was used by the company to maximize prospective customers during the campaign, and also to ensure effective launch of the new product: a. Advertising. b. Public relations. c. Personal selling. d. Sales promotion tools.	1
10	Q. Which of the following statements is correct in context of Controlling? a. It is important and economical to keep a check on each and every activity of the organisation. b. Deviations are always due to negligence of employees. c. Corrective action is required when deviations are within acceptable range d. Control by exception is based on belief that an attempt to control everything will result in controlling nothing.	1
11	Q. The process of classification of products into different groups, on the basis of some of the important characteristics such as quality, size, etc. is known as: A. Branding. B. Standardisation. C. Grading. D. Marketing planning.	1

12	Q. It is necessary that goods and services must be made available to the customers at the right destination, in the right quantity and at right time. Name the concerned element of marketing-mix: a. Product. b. Price. c. Place. d. Promotion.	1
13	Q. A bottle of Anti- dandruff shampoo mentions ' Clean your hair and get rid of dandruff in one squeeze'. The product related decision involved is: a) Branding. b) Product quality. c) Packaging. d) Labelling.	1
14	Q. Aditi set-up a company 'Dantik Ltd.' to manufacturer toothpastes using herbs found in her village instead of chemicals that are hazardous to health. The package of the product was eco-friendly and had details like price, quantity, ingredients, directions for use and other relevant information. It also carries the contact details like address, phone number and e-mail id of 'Dantik Consumer Services and Grievance Cell'. The toothpaste became very popular and she started getting orders from reputed traders. Identify any two Rights of Consumers discussed above: a. Right to be informed and right to be heard. b. Right to safety and right to seek redressal. c. Right to safety and right to consumer education. d. right to seek redressal and right to consumer education.	1
15	Q. Read the following statements: Assertion (A) and Reason(R). Choose the correct alternative from those given below: **Assertion (A):** Planning is futuristic. **Reason (R):** Planning is concerned with the future which is certain and does not require forecast. Alternatives: a. Both A and R are true. R is the correct explanation of A. b. Both A and R are true, but R is not the correct explanation of A. c. A is correct, but R is incorrect. d. A is incorrect, but R is correct.	1
16	Q. Read the following statements: Assertion (A) and Reason(R). Choose the correct alternative from those given below: **Assertion (A):** A shopkeeper can-not file complaint against producer for bad quality. **Reason (R):** Consumer is the person who purchase the goods or service for his own consumption. Alternatives: a. Both Assertion and reason are true and reason is correct explanation of assertion. b. Assertion and reason both are true but reason is not the correct explanation of assertion. c. Assertion is true, reason is false.	1

	d. Assertion is false, reason is true.	
17	Q. Which of the following statement best explains "Management is an Art"? a. Management has drawn its knowledge from other disciplines also. b. No formal qualification is required for the appointment as a manager in a company. c. Outcomes of managerial actions cannot be predicted accurately. d. Two managers deal with the same problem differently.	1
18	Q. He/she keeps machines, materials, tools, etc. ready for operations by concerned workers. Whose work is described by this sentence under functional foremanship? a. Route Clerk. b. Repair Boss. c. Gang Boss. d. Instruction Card Clerk.	1
19	Q. From the following which is not a relevant feature of management as science: a) Principles are based on the basis of experimentation. b) Systematized body of knowledge. c) Based on practice and creativity. d) Universal Validity.	1
20	Q. State Commission has the jurisdiction to entertain complaints where value of goods and services paid as consideration is _____: A. More than ₹1 crore and not more than ₹ 5 crore. B. More than ₹10 crore. C. Less than ₹1 crore. D. More than ₹1 crore and not more than ₹10 crore.	1
21	Q. Ashita and Lakshita are employees working in Dazzling enterprises dealing in costume jewellery. The firm secured an urgent order for 1,000 bracelets that were to be delivered within 4 days. They were assigned the responsibility of producing 500 bracelets each at a cost of Rs.100 per bracelet. Ashita was able to produce the required number within the stipulated time at the cost of Rs.55,000 whereas, Lakshita was able to produce the set target at a cost of Rs.90 per unit. State whether Ashita and Lakshita are efficient and effective. Give reasons to justify your answer. 3	3
22	Q. Write down any three responsibilities of a consumer. (1 * 3) = 3	3
23	Q. Mr. Vivek is working as the General Manager of Jaipur Hotels Limited. Keeping a watch over the business environment was included in his routine activities. This company was giving not only the responsibility but also the authority of completion of work. Consequently, the employees felt good and motivated. Now they had started meeting their immediate managers with the latest ideas. Their suggestions were being taken respectfully by the company. Mr. Vivek observed that Government was taking a special interest in the Tourism industry. The receipt of foreign exchange and employment promotion were its two reasons. On the basis of this news, the company decided to set up hotels at several tourist places. Jaipur Hotels Limited established 50 hotels before other companies considered this issue. Very soon, this brand Jaipur Hotels Limited became well known in the market.	3

	a. Identify one importance of business environment described here by quoting the relevant lines. b. Explain any other two points of importance of business environment. (1 + 2) = 3	
24	Q. Sarthak Gupta started a tele-communication company, 'Divine Ltd.' to manufacture economical mobile phones for the Indian rural market with 15 employees. The company did very well in its initial years. As the product was good and marketed well, the demand of its products went up. To increase the production, company decided to recruit additional employees. Sarthak Gupta, who was earlier taking all the decisions for the company had to disperse the authority. He believed that subordinates are competent, capable and resourceful and can assume responsibility for effective implementation of their decisions. This paid off and the company was not only able to increase its production but also expanded its product range as well. (a) Identify the concept used by Sarthak Gupta through which he was able to steer his company to greater heights. (b) Also explain any two points of importance of this concept. (1 + 2) = 3	3
25	Q. Write down any two advantages and two dis-advantages of Divisional organisation structure. (2 + 2) = 4	4
26	Q. M Ltd. is a company having good Human Resource department. It provides learning opportunities, which are designed to help the employees to achieve growth. With the passage of time, the company has learned various methods to train their employees. In one of the methods, the trainee is put under the guidance of a master worker for skilled jobs. Apart from this, the company also uses a method of training which is suitable for training a large number of persons in handling sophisticated machinery and equipment. Things were challenging for the company while appointing people for the organization. It was a very lengthy and costly process. A very large number of candidates applied for the posts. The manager had to eliminate unqualified or unfit job seekers based on the information supplied in the application forms. (a) Identify the two types of training highlighted above. (b) Name the step of the selection process at which unqualified job seekers are eliminated. (c) Identify the source of recruitment, used by the company to get the potential candidates. (2 + 1 + 1) = 4	4
27	Q. Differentiate between Money market and Capital market on the basis of: i. Participants. ii. Instruments. iii. Investment outlay. iv. Duration. (1 * 4) = 4	4
28	Q. Resolutions Pvt. Ltd. is a publishing company. Its book on Business Studies for class XII is in great demand. As a result, the employees in the marketing department are always racing against time. Employees in the marketing department are under stress as they have to work overtime and on holidays as well, to cater to the demand. The work stress has led to dissatisfaction among the employees of the marketing department. i. Name the step of staffing process which has not been performed properly.	4

	ii. Explain the next three stages immediately following the step identified in part 'a'. (1 + 3) = 4	
29	Q. Identify the Marketing Management philosophy adopted in the following cases: i. Jasdeep, a dealer in school uniforms, decided to maximize his profit by using different aggressive promotional efforts. ii. Nisha, a school bag manufacturer, decided to improve the product for profit maximization and thus added a water bottle holder to the existing design. iii. Amar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided to launch the same refrigerator in the market. iv. Mansi, a shoe manufacturer for school students, decided to maximize her profits by producing and distributing at large scale and thereby reducing the average cost of production. (1 * 4) = 4	4
30	Q. Explain the relevant concept with a practical example which increases the return on equity shares due to the presence of fixed financial charges like interest. (1 + 3) = 4	4
31	Q. Briefly explain the following principles of scientific management given by F.W. Taylor: a. Science not Rule of Thumb. b. Harmony, Not Discord. c. Cooperation, Not Individualism. d Development of each and every Person to his or her greatest efficiency and prosperity. (1.5 * 4) = 6	6
32	Q. Explain any four points of benefits of planning. (1.5 * 4) = 6	6
33	Q. Arun is a successful businessman in the paper industry. During his recent visit to his friend's place in Mysore, he was fascinated by the exclusive variety of incense sticks available there. His friend tells him that Mysore region is known as a pioneer in the activity of incense sticks manufacturing because it has a natural reserve of forest products especially Sandalwood to provide for the base material used in production. Moreover the suppliers of other types of raw material, needed for production, follow a liberal credit policy and the time required to manufacture incense sticks is relatively less. Considering the various factors, Arun decides to venture into this line of business by setting up a manufacturing unit in Mysore. a. In context of the above case, identify and explain the type of financial decision taken by Arun. b. Explain any three factors which affect the decision mentioned in above para. (1.5 * 4) = 6	6
34	Q. State any four barriers to communication which are related to authority relationships, rules and regulations of the company. (1.5 * 4) = 6	6