



PRE-BOARD EXAMINATION (2021-22)

TERM I -SET B

Subject: BUSINESS STUDIES

Max. Marks:40 MARKS

Grade: XII

Time: 90 MINUTES

Name:

Section:

Roll No:

General Instructions:

- *This question paper consists of 8 printed pages.*
- *The questions Paper contains*
- *All answers to be written in the answer sheet provided.*
- *Section A has 24 questions. Attempt any 20 questions.*
- *Section B has 24 questions. Attempt any 20 questions.*
- *Section C has 12 questions. Attempt any 10 questions.*
- *All questions carry equal marks.*
- *There is NO negative marking.*

SECTION A

1. "The activities involved in managing an enterprise are common to all organizations whether economic, social or political." Which characteristic of management is highlighted in the above statement?
 - a. Management is all pervasive.
 - b. Management is multidimensional
 - c. Management is continuous process.
 - d. Management is a group activity
2. Name the process of working with and through others to effectively achieve organizational objectives by efficiently using limited resources in a changing environment.
 - a. Management
 - b. Planning
 - c. Organizing
 - d. Controlling
3. _____ refers to producing goods of predetermined specifications, which helps in achieving uniformity and consistency in the output.
 - a. Standardization
 - b. Packaging
 - c. Labelling
 - d. Grading
4. "Identify the nature of management which specifies that "A manager applies acquired knowledge in a personalized and skillful manner in the light of the realities of a given situation."
 - a. Management as a Science
 - b. Management as an art
 - c. Management as a Profession
 - d. All of these
5. Which level of management is responsible to ensure their department has the necessary personnel?
 - a. Supervisory level
 - b. Middle level
 - c. Operational level
 - d. Top level
6. Match the following on the basis of violating effect-

(a) conflicts among superiors	(i) Remuneration of employee
(b) poor relation between workers	(ii) Principle of order and management
(c) Wastage of time & efforts	(iii) Authority and responsibility
(d) Abuse of managerial power	(iv) Division of work

- a. (iv) b-(i) c-(ii) d-(iii) a
 - b. (iii) a-(i) b-(ii) d-(iv) c
 - c. (iv) b-(iii) c-(ii) d- (i) a
 - d. (i) a-(ii) b-(iii) c-(iv) d
7. Number of activities are performed by the marketers to facilitate exchange of goods and services between producers and the users of such products. These activities are referred to as _____ activities.
- a. Selling
 - b. Production
 - c. Consumption
 - d. Marketing
8. Quality and performance of the product is the main focus of which marketing management philosophies.
- a. Selling Concept
 - b. Marketing Concept
 - c. Production Concept
 - d. Product Concept
9. Decentralization is _____when decisions required to be taken by lower levels of management is _____.
- a. Greatest, least
 - b. Least, greatest
 - c. Least, not required
 - d. Not required, greatest
10. Span of management refers to:
- a. Number of managers in an organisation
 - b. Length of term for which a manager is recruited
 - c. Number of subordinates under a superior
 - d. Number of managers in a top management.
11. Rahim wanted to start a stationery business to provide stationery to them at a better price than market price. He felt that students were not able to get the required stationery easily and hence wanted to provide the stationery directly to students in school. He lists out the various ways of setting up this business and finally decides that best way to set up his business is by developing an App. Suggest what should be the next step of him:
- a. Developing premises
 - b. Identifying the alternative course of action
 - c. Implementation of plan
 - d. Follow up action
12. “Planning presupposes the existence of alternatives.” Identify the feature of planning highlighted in the above line.
- a. Planning is futuristic
 - b. Planning involves decision making
 - c. Planning is a mental exercise
 - d. Planning is continuous
13. Which level of packaging shows in these lines “company recently imported best quality 20,000 units of blood pressure testing machines.”
- a. Primary
 - b. Secondary
 - c. Tertiary
 - d. None of the above
14. As a foreign tourist visited India, he noticed that Indian markets, tastes, trends and regulations are different from that of his country. Which feature of business environment is reflected here?
- a. Uncertainty
 - b. Dynamic
 - c. Relative
 - d. All the above
15. Advertising similar products with same claim results in :
- a. creating confidence in customers
 - b. making the customer materialistic
 - c. creating confusion in the minds of the customers
 - d. making the customer happy

- b. (iii) a-(i) b-(ii) d-(iv) c
d. (i) a-(ii) b-(iii) c-(iv) d

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16. "An innovative course may be adopted by involving more people and sharing their ideas." Identify the step in the process of planning highlighted in the above line.
- Selecting an alternative
 - Identifying alternative courses of action
 - Evaluating alternative courses
 - Developing Premises
17. Which element of marketing mix covers customer support services-
- Product
 - Price
 - Place
 - Promotion
18. Threats to law and order is an example of which dimension of environment?
- Economic
 - Legal
 - Political
 - Social
19. Which statement is correct regarding division of work?
- Intent is to produce more and better work from the same effort.
 - Work is divided into small tasks
 - Trained specialists are required to perform each job.
 - All the above
20. Ram was given a task by his superior to prepare a plan in 15 days. He asked two of his subordinates to work upon two aspects of his task. One of the subordinates met with an accident and could not complete his work. Who is answerable for this task?
- Ram is accountable
 - Ram's subordinate is responsible
 - Ram's superior is responsible
 - All of the above
21. Which of the following does not come under the category of non-controllable factors?
- Rate of inflation
 - Competition
 - Economic climate
 - All the above
22. Which one is a specific force for a garment manufacturing industry?
- Change in law
 - Change in government
 - Change in fashion
 - Change in technology
23. Which concept of management propagates the belief that people are competent, capable and resourceful. They can assume responsibility for the effective implementation of their decisions.
- Delegation
 - Decentralization
 - Leadership
 - Coordination
24. Fayol suggested that there is a need to balance subordinate involvement through decentralization with managers
- True
 - False
 - can't say
 - partially true

SECTION B

25. Swati Mishra wanted to start a new e - learning business by the name 'E-goals' after looking the education scenario during COVID 19 lockdown. Due to COVID 19, education has become online. She thought it is a good time to grab this opportunity to start an online class. Identify the importance of business environment discussed above.
- It enables the firm to identify opportunities and getting the first mover advantage
 - It helps the firm to identify threats and early warning signals

- c. It helps in tapping useful resources
 - d. It helps in assisting in planning and policy formulation
 26. A plan is framed, it is implemented, and is followed by another plan, and so on. Identify the feature or characteristic of planning highlighted above.
 - a. Planning is continuous
 - b. Planning is futuristic
 - c. Planning is pervasive
 - d. Planning involves decision-making
 27. In order to get feedback about its recently launched immunity boosting ayurvedic medicine, Amrita limited conducted an online survey using a questionnaire, to gather customer view and options. Identify the marketing function being used by Amrita limited.
 - a. Standardization
 - b. product designing
 - c. customer support services
 - d. gathering and analyzing market information
 28. The Rajasthan government has developed surveillance network using latest satellite technology. Under this system, the state's mining department would be able 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. Political dimension and economic dimension
 - d. Technological dimension and political dimension
 29. The marketing manager of Informatics limited always keeps a check on the changes happening in the surroundings and instructs the research and development department to improve the products accordingly. This habit of the marketing manager helps the company to keep an edge over the competitors. Which feature of management is depicted in the above case?
 - a. Pervasive
 - b. Intangible force
 - c. Continuous
 - d. Dynamic
 30. Mohit is working as a managing director in a company TEXCO ltd. His main objective is to satisfy the customers along with to earn sufficient profits. For this he meets a team of R&D (Research & Development) of his company. After a long meeting they decided that in the long run an organisation can achieve its objective of maximization of profit by identifying the needs of its present and prospective buyers and satisfying them in an effective way. Identify the marketing management philosophy discussed in the above case.
 - a. Selling
 - b. Marketing
 - c. Product
 - d. Production
 31. Match the columns to identify the importance of coordination.

a. a.(iii), b.(i)

- Statement I: Organizing eliminate ambiguity among subordinates.

Choose the correct option from the options given below:

- Taylor believed that there was only one best method to maximise efficiency. This method can be developed through study and analysis. Identify the principle of Scientific management being discussed above:

- Which of the following statement is incorrect with respect to delegation?

- Even where members of a department willingly cooperate and work, a manager has to coordinate the efforts of different people in a conscious manner. Identify the characteristic of coordination discussed above.

- Name the organisation structure which provides managers with the authority to supervise all activities related to a particular division.

- The Dabbawallas rely on low capital and use cycles, wooden carriage and local trains to achieve their targets. The Dabbawallas thus, ensure that the organization earns enough revenue to cover the cost. Which of the following objective is highlighted above?

- The public relations department is liable to maintain healthy relationship with government officials, ministers of industry and finance, association of Commerce and Industry, etc. Which function is performed here?

- Which of the following statements is true for management as a science?

- “Fine fabric” is a very old fabric manufacturing company. They are in the market since 1970. Recently it was found by the management that the employees who were working in the organisation does not possess good skills. The management compared its organisation with that of

others and found a huge difference. When a proper analysis of job positions and their occupants was done it was found that many of them were not working at places suitable to them. For future, the management has to ensure that the right people with the right qualifications are available at the right places and times to accomplish the goals of the organisation. Which function of management does not seem to be working well for the company in the above case?

- a. Staffing
 - b. Controlling
 - c. Organizing
 - d. Planning
41. Following a pre-decided plan, when circumstances have changed, may not turn out to be in the organizations interest". The limitation of planning being referred over here is_____.
- a. Planning leads to rigidity
 - b. Planning may not work in a dynamic environment
 - c. Planning reduces creativity
 - d. Planning involves huge costs
42. Scope of decentralization is more in ----- organization.
- a. Small
 - b. Big
 - c. Both a and b
 - d. None
43. Home goods' deals in making utensils and other product required in cooking. The company has maintained its number one spot in the utensils making business. They have always used top quality material to produced utensils. If anyone has to buy utensils, everybody suggested their names only. The company has created its brand value by giving extreme attention to quality. Identify the element of marketing mix discussed in the above case.
- a. Price
 - b. Place
 - c. Product
 - d. Promotion
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. For the following two statements choose the correct option:
Statement I: Planning implies peeping into the future, analyzing it and predicting it.
Statement II: Planning is a physical exercise.
- 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
46. Veena, a student of management, likes to relate what she learned in class to real life situations. While watching educational programs on television, she observed many situations that reminded her of concepts of scientific management. In one such program, factories manufacturing parts for products like automobiles, computers and mobile phones were being telecast. Name the technique of scientific management that should be followed while manufacturing parts for such products.
- a. standardization of work
 - b. functional foremanship
 - c. method study
 - d. time study
47. "Obtaining Market Share Leadership" is one of the objectives of the factor affecting the fixation of the price of a product or a service. Identify the factor.
- a. Product Cost
 - b. The Utility and Demand
 - c. Government and Legal Regulations
 - d. Pricing Objectives

48. Assertion (A) : competition in the market can upset financial plans.
Reasoning (R) : planning leads to rigidity.
- | | |
|--|--|
| a. Both A and R are correct, and R is the correct explanation of A | b. Both A and R are correct, and R is not the correct explanation of A |
| c. A is correct but R is false | d. A is false but R is correct |

SECTION C

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

Intercom has diversified itself into several product lines; telecommunications, engineering, financial services. Each subsidiary is self-sufficient with their own administrative functions, propagating the belief that people can assume the responsibility for the effective implementation of their decisions and should be given autonomy. This has reduced the need for direct supervision by superiors, has promoted flexibility, initiative and faster decision-making. The orders of customers are never delayed, as a result of good policy decisions of top management. The philosophy of the top management awards greater autonomy to the lower level of management.

49. Identify a suitable framework for the company within which managerial and operating tasks are to be performed.
- | | |
|-------------------------|------------------------------------|
| a. Functional structure | b. organization structure |
| c. Divisional structure | d. informal organization structure |
50. Identify the philosophy of the top management highlighted in the above case
- | | |
|-------------------|---------------------|
| a. Centralization | b. Decentralization |
| c. Delegation | d. none of these |
51. This has reduced the need for direct supervision by superiors, has promoted flexibility, initiative and faster decision making. Identify the point of importance of the philosophy of the top management as highlighted above.
- | | |
|---|--|
| a. develops initiative among subordinates | b. develops managerial talent for the future |
| c. relief to the top management | d. better control |
52. The philosophy of the top management awards greater autonomy to the lower level of management. Identify the point of importance of the philosophy of the top management as highlighted above
- | | |
|-----------------------------|-----------------------|
| a. good decision-making | b. better control |
| c. relief to top management | d. facilitates growth |
53. This has reduced the need for direct supervision by superiors has promoted flexibility initiative and faster decision-making. Which step of organizing process highlighted here
- | | |
|-------------------------|---|
| a. division of work | b. departmentalization |
| c. assignment of duties | d. establishing reporting relationships |
54. When managers delegate work to their subordinates they set themselves free from routine jobs and this leads to great amount of learning for the subordinates in practical situations. Identify the importance of organizing has been highlighted in the above case.
- | | |
|-------------------------------------|-----------------------------|
| a. Development of personnel | b. Effective administration |
| c. Optimum utilization of resources | d. Adaptation to change |
55. Mrs. Johnson knew that new and innovative methods to produce and distribute goods and services are coming up and in such a scenario, opening an online store will prove as a successful venture. Which dimension of business environment highlighted here?
- | | |
|-------------|----------|
| a. Economic | b. Legal |
|-------------|----------|

- c. Political
d. Technological

56. Which of the following function of packaging is highlighted in the below mentioned lines: He also decided to make the packaging of the cakes attractive and unique so that customers are persuaded to buy his cakes?

a. Product Identification
b. Product Protection
c. Facilitating Use of the Product
d. Product Promotion

57. A group of friends decided to go to in the middle of a desert. Soon they realise that they are hungry. One of them finds a confectionary shop. They go over there and purchases a packet of chips and some packet of cakes. After having chips, one of them realizes that it has been developed after analyzing the needs and preferences of the potential customers. On observing the outer side of the packet, he finds details like contents, flavour, quantity, price, etc. Identify one feature of marketing which has been highlighted here.

a. Creating a Market Offering
b. Customer Value
c. Exchange Mechanism
d. Needs and Wants

58. A perfume manufacturing company wants to become a market leader. For this purpose the manager follows an activity with certain logical steps. The first step suggested by him is to increase profits by at least 40% in the next quarter. What will be the last step of the activity being followed by the manager?

a. Follow-up action
b. Identifying alternative course of action
c. Setting objectives
d. Evaluating alternative courses of action

59. Sunita opened her own travel agency. The success of her travel agency depends on a harmonious relationship between the customer and the employees of the travel agency. In order to achieve this objective, she has divided the entire work of the agency into three subheads based on the functions namely operations, sales and administration. Operations include travel counsellor, reservation and ticketing and customer care. Sales include the Accounts executive. Administration includes Book Keeper, Cashier and utility personnel. This division of work on the basis of functions has resulted into an organizational structure specifying the line of authority and responsibility. Identify the structure.

a. Functional
b. Divisional
c. Both A and B
d. None

60. Samba is a company manufacturing mouth freshener. Mr. Aman is the CEO of the company. Due to recession in an economy the company was under heavy losses. To revive from the losses, the management thought of cutting the labour cost. The management also asked the workers to work overtime without any additional payment and promised to increase their wages after achieving its mission. Within a short period, the company started earning profits because both the management and the workers honoured their commitments. The company earned huge profits and the CEO decided to give bonus also to its workers as without their hard work the mission was not possible to achieve. Identify the principle of management described in the above case.

a. Discipline
b. Order
c. Equity
d. Remuneration