



HALF YEARLY EXAMINATION (2022-23)

Subject: Business Studies

Max. Marks:80

Grade: XII

Time:3 Hours

Name:

Section:

Roll No:

General Instructions:

- This question paper contains 36 questions.
- Marks are indicated against each question.
- Answer should be brief and to the point.
- Answers to the questions carrying 3 marks may be from 50 to 75 words.
- Answers to the questions carrying 4 marks may be about 150 words.
- Answers to the questions carrying 5 marks may be about 200 words.
- Attempt all parts of the questions together.

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- | | | | | | | |
|---|---|---|--|--|--|--|
| 1 | Shivanshi runs classes 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. | 1 | | | | |
| | <table border="0"><tr><td>a Primary package</td><td>b Secondary packaging</td></tr><tr><td>c Transportation packaging</td><td>d None of the above</td></tr></table> | a Primary package | b Secondary packaging | c Transportation packaging | d None of the above | |
| a Primary package | b Secondary packaging | | | | | |
| c Transportation packaging | d None of the above | | | | | |
| 2. | In an inter-school quiz competition, the participants were shown empty bottles of soft drinks and were asked to identify the brands. All the participants were able to do so. Identify the related point highlighting the importance of packaging which is being described in the given case. | 1 | | | | |
| | <table border="0"><tr><td>a Rising standards of health and sanitation</td><td>b Facilitates product differentiation</td></tr><tr><td>c Innovative packaging adds value to a product</td><td>d Useful in self service outlets</td></tr></table> | a Rising standards of health and sanitation | b Facilitates product differentiation | c Innovative packaging adds value to a product | d Useful in self service outlets | |
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| 3 | The labelling of a pack of oats cookies explains how the product is beneficial in adding fibre to the diet and the other related health benefits. Identify the related function of labelling being described in the given case. | 1 | | | | |
| | <table border="0"><tr><td>a Describes the product and specifies its content</td><td>b Identification of the product or brand</td></tr><tr><td>c Grading of products</td><td>d Helps in the promotion of the products</td></tr></table> | a Describes the product and specifies its content | b Identification of the product or brand | c Grading of products | d Helps in the promotion of the products | |
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| 4 | Mohan Limited has hired 300 salesmen who will be assigned the task of contacting prospective buyers and creating awareness about the new range of organic incenses introduced by the company. Identify the element of promotion been described in the given lines. | 1 | | | | |
| | <table border="0"><tr><td>a Advertising</td><td>b Sales Promotion</td></tr><tr><td>c Personal Selling</td><td>d Public Relation</td></tr></table> | a Advertising | b Sales Promotion | c Personal Selling | d Public Relation | |
| a Advertising | b Sales Promotion | | | | | |
| c Personal Selling | d Public Relation | | | | | |

- 5 Assertion (A): A brand name should be suggestive 1
Reason (R) : A brand name should hint at the qualities of the product
- 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 Both A and R are incorrect
- 6 _____ is the process of identifying and grouping the work to be performed, defining and delegating responsibility and authority, and establishing relationships for the purpose of enabling people to work most effectively together in accomplishing objectives 1
- a Organizing b Management
c Planning d Principles of management
- 7 _____ relationships are established among the various groups to enable smooth interaction and clarity about each group's contribution to the event. All the above activities are a part of the organising function 1
- a Coordinating b Creating
c Cooperation d All of the Above
- 8 Rohan 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 Rs 150 per unit within 10 days. In order to be acknowledged as an effective manger, he must ensure that _____ 1
- a the cost of production does not exceed 2 150 per unit b the work is completed within 10 days even at higher cost per unit.
c the cost of production is less than 2 150 per unit d a, b and c
- 9 Assertion(A): Social objective of management involves the creation of benefits or economic values for society. 1
Reason(R): Nowadays, profit maximization is the only objective of management.
- 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 Both A and R are incorrect
- 10 Sarang Ltd. is planning to increase its sales by 40% in the next quarter. Identify the feature of management being highlighted in the given statement 1
- a Management is all pervasive b Management is a goal-oriented process
c Management is a continuous process d Management is a group activity
- 11 Match the dimensions of management in Column I with their respective definition in Column II: 1

Column I	Column II
A) Management of work	i) In a factory, a product is manufactured, in a garment store, a customer's need is satisfied and in a hospital a the patient is treated. Management translates the goals to be achieved and assigns the means to achieve it.
B) Management of People	ii) No matter what the organisation, it has some basic product or service to provide in order to survive the flow of input material and the technology for transforming this input into the desired output for consumption.
C) Management of operations	iii) The task of management is to make people work towards achieving the organization's goals, by making their strengths effective and their weaknesses irrelevant.

- a i), ii), iii)
c iii), ii), i)

b ii), i), iii)
d i), iii), ii)

12 Rishab, a manager, very often speaks to people at all levels, passing on instructions regarding his department and also the other departments. Which principle of management is being overlooked?
a Scalar Chain
b Gang Plank
c Unity of command
d Remuneration of employees

13 The principles of pure science are considered to be _____ in nature.
a Flexible
b Rigid
c Creative
d None of the above

14 The principles of management enhance the understanding of the relationship between human and material resources for the achievement of organisational goals. Identify the feature of the principles of management being described in the given statement.
a Cause and effect relationships
b Optimum utilisation of resources and effective administration
c Formed by practice and experimentation
d Mainly behavioural

15 Employees in an organisation deserve fair and just remuneration. But what is just and fair is determined by multiple factors, such as contributions of the employee, paying capacity of the employer and also prevailing wage rate for the occupation under consideration. Identify the characteristics of principles of management highlighted above.
a Universal Applicability
b Flexible
c Contingent
d Behavioural

16 This function of management involve imagination , sound judgement and foresightedness to decide the things to be done in future. It is an activity of thinking rather than doing because it determines the actions to be taken in future.
Which feature of the function of management is being discussed in the above mentioned para?
a Mental Exercise
b Continuous
c Pervasive
d Primary

17 While formulating a plan, the manager is required to make certain assumptions about the future. What are these assumptions called?
a Premises
b Contingency
c Forecasting
d Dynamic

18 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 Staffing
c Organising
d Controlling

- 19 Which component of the product mix provides a status symbol as an advantage to customers? Explain one another characteristics for the same. 2
- 20 Advertising and personal selling both are communication tools used by marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any two differences 2
- 21 Om Bakery dealing in readymade bakery items, plans to increase the sales of its products by using extensive marketing methods. Moreover, in order to cash on the implementation of the seventh pay commission, which is likely to raise the income of 50 Lakh serving employees of the Central Government and 65 lakh pensioners, the company has created 30 advertisement films which will be aired across 80 national and regional channels. Identify and explain the two different plans that 'Om Bakery' proposes to implement by quoting lines 2
- 22 The principal of a reputed school in Mumbai conducted a meeting of all the staff members in the conference hall. In the meeting, she instructs the Registrar of the school that in the coming session, the school will give admission to those students who scored more than 85% in the entrance test. She also assigns duties, authority and creates accountability of the person to whom the work has been handed over. In addition to this, she tells to the newly appointed staff members what is to be done and not to be done in specific situations. Name and explain the type of plan highlighted in the above paragraph by quoting lines from it. 2
- 23 The choice and implementation of pricing strategy is often described as an optimization problem where the firm chooses the most profitable pricing strategy given certain external determinants. Contrary to this notion, recent research indicates that the pricing of products is a costly and complex activity, and that firms may differ in their capability to implement pricing strategies. This case study of industrial pricing strategy in the European packaging industry examines how different assets and routines are involved in the implementation of pricing strategy. Pricing objectives are important factor affecting the fixation of the price of a product or a service. Explain.(any 2) 3
- 24 Mega Ltd. was manufacturing water heaters. In the first year of its operations, the revenue earned by the company was just sufficient to meet its costs. To increase the revenue, the company analyzed the reasons of fewer revenues. After analysis, the company decided.
 1.To reduce the labor cost by shifting the manufacturing unit to a backward area where labor was available at a very low rate.
 2. To start manufacturing solar water heaters and reduce the production of electric water heaters slowly. This will not only help in covering the risks but also help in meeting other objectives too.
 Identify and explain the objectives of management discussed above 3
- 25 Mr. Raman is working as "Plant Superintendent" in A.B.C Ltd Company. Name the Managerial Level at which he is working. State any four functions he will perform as "Plant Superintendent" in this company. 3

- 26 Nalini Dress Ltd is manufacturing garments. The manger wants to increase profits by: 3
- Purchasing new high speed machines or
 - Increasing the sale price or
 - Using waste material in manufacturing stuffed toys.
- He decided that ‘using waste material’ to increase the profit is the best solution for him.
- a) Identify the concept of management involved in the above para
 - b) Mention the steps involved in the above process by quoting the lines for the same.
- 27 Differentiate between Standing and single use plans. 3
- 28 ABC Ltd. is engaged in producing electricity from domestic garbage. There is almost equal division of work and responsibilities between workers and the management. The management even takes workers’ confidence before taking important decisions. All the workers are satisfied by the good behaviors of the management. 3
- State and explain the management of principle described in the above paragraph
- 29 Deewan Ltd. is a multinational consulting company with its headquarters at Washington D.C. It hires young people from different countries of the world. It is a company in which people dream to work because of its work-environment, pay and growth prospectus. The company has a culture of open communication and people of various nationalities work together in a discrimination free environment. The behaviour of managers of Deewan Ltd. 11 emphasizes kindness and justice which ensures loyalty and devotion of workers. It also promotes mutual trust and belongingness among team members. In this way management of Deewan Ltd. is able to achieve its objectives by promoting team work. By doing so managers of Deewan Ltd. are following some principles of management. Identify and explain any two such principle 4
- 30 Hemani is one of the most successful managers of her company, ‘Myka Ltd.’ She uses her creativity and initiative in handling challenging situations at work. The knowledge gained by her during her student days at a renowned management institute as well as through her observation and experience over the years is applied by Hemani in a skillful manner in the context of the realities of a given situation. She often reads books and other literature in various fields of management to keep her knowledge updated. 4
- i) An aspect of the nature of management is highlighted in the description. Identify the aspect.
 - ii) Explain any three features of the aspect identified in part (i).
- 31 Despite the best planning, the sales target of a firm was not achieved. Explain the possible reasons for the failure. 4
- 32 The entire marketing activities thrust upon four factors and the success of any organisation depends how well the marketing manager handles these factors, particularly in a highly competing marketing environment. List out the importance of these four major components of marketing 4
- 33 Explain the following techniques of scientific management. 5
- i) Differential piece wage system
 - ii) Motion study
- 34 Videocon company ltd. is facing a lot of problems these days. It manufactures white goods like washing machines, microwave ovens, refrigerators and air conditioners. The company’s margins are under pressure and the profits and market share are declining. The production 5

department blames marketing for not meeting sales targets and marketing blames the production department for producing goods, which are not of good quality meeting customers expectation. The finance department blames both production and marketing for declining return on investment and bad marketing.

a) What essence of management do you think the company is lacking?

b) Explain any 2 importance of the concept of the management identified in part (a).

35 Identify the process of defining and grouping the activities of the enterprise and establishing authority relationships among them. Explain the steps in the process of the concept that has been identified. 5

36 “Every time I travelled, people asked me to bring them chips, khakra and pickles from all over the country,” says Anoushka. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a facebook page, asked people what they wanted, and they came up with a list of about 100 places and tied up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered for fresh tea leaves from Darjeeling. Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions. 5

Explain any three important activities that Anoushka and Sumeet will have to be involved in for making the goods available to the customers at the right place, in the right quantity and at the right time.
