



विद्या सर्वार्थ साधिका

ANANDALAYA  
PERIODIC TEST – 2  
Class : XII

Subject : Business Studies

Date : 26-09-2022

M.M : 80

Time : 3 Hours

**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. \_\_\_\_\_ refers to consistently creating economic value for various constituents of the society. (1)  
(A) Organisational Objectives (B) Economic Objectives  
(C) Social Objectives (D) Personal Objectives
2. McDonalds, the fast food giant made major changes in its own menu to be able to survive the Indian market. Identify the characteristic of management from the following. (1)  
(A) It is a continuous process. (B) It is a dynamic function.  
(C) It is a group activity. (D) It is all pervasive.
3. \_\_\_\_\_ is interlinked with both the management of work and management of people. (1)  
(A) Management of operations (B) Management of staff  
(C) Management of human resources (D) Management of finance
4. Arnav has recently started a business to sell computers. He hired a shop in Nehru Place in New Delhi, where he assembles various components to make computers and supplies them as per order. He performs a series of composite but separate functions simultaneously and ensures that computers are delivered in time as per orders. These functions are performed by all managers at all times. The feature of management highlighted above is : (1)  
(A) Management is a continuous process. (B) Management is pervasive.  
(C) Management is dynamic. (D) Management is a group activity.
5. Organisations are made up of people who have different personalities, backgrounds, experiences and objectives. They all become part of the organisation to satisfy their diverse needs. These vary from financial needs such as competitive salaries and perks, social needs such as peer recognition and higher level needs such as personal growth and development. Management has to reconcile personal goals with organisational objectives for harmony in the organisation. Identify the principle of management which takes care of the objectives of the management described above. (1)  
(A) Science, not the rule of thumb  
(B) Harmony not discord  
(C) Cooperation not individualism  
(D) Development of each person to her/his greatest efficiency and prosperity.
6. She keeps the machines, materials, tools etc. ready for operations by the concerned workers. Identify her designation as per functional foremanship. (1)  
(A) Instruction Card Clerk (B) Repair Boss (C) Gang Boss (D) Route Clerk
7. Which one of the following is a component of economic environment? (1)  
(A) Concern for quality of life (B) Rates of saving and investment  
(C) Birth and death rates (D) Extent of government intervention in business

8. \_\_\_\_\_ is the process of analysing the environment for the identification of factors which have impact on or have implication for the business. (1)  
 (A) Environment forecasting (B) Environment assessment  
 (C) Environment scanning (D) Environment education
9. Several initiatives have been undertaken by the government of India to encourage domestic manufacturing and export of defence equipment. Make in India in defence was one such scheme launched by the government to encourage companies across the world to manufacture defence products in India. To which dimension of business environment does the above case relate to? (1)  
 (A) Economic environment (B) Legal environment  
 (C) Political environment (D) Social environment
10. Match the following and select the correct combination from the options given below: (1)
- | <u>Component of the Environment</u>                      | <u>Dimension of Business Environment</u> |
|--|--|
| a) Subsidy to cotton textile industry                    | i) Social environment                    |
| b) Booking of railway tickets through internet from home | ii) Legal environment                    |
| c) Demographic distribution and mobility of population   | iii) Political environment               |
| d) Consumer Protection Act 2019                          | iv) Technological environment            |
- (A) a-i, b-ii, c-iii, d-iv (B) a-iii, b-iv, c-i, d-ii (C) a-iii, b-ii, c-i, d-iv (D) a-ii, b-iii, c-iv, d-i
11. Which one of the following is not the characteristic of business environment? (1)  
 (A) Uncertainty (B) Adaptability (C) Complexity (D) Relativity
12. Which of the marketing management philosophy lays emphasis on bringing continuous improvement in the quality of the product? (1)  
 (A) Production concept (B) Societal marketing concept  
 (C) Marketing concept (D) Product concept
13. Marketing planning as a function of marketing means to develop a plan for : (1)  
 (A) identifying the needs of the customer.  
 (B) analysing the available opportunities and threats in the organization.  
 (C) increasing the level of production, promotion of product and specifying the program of action.  
 (D) developing repeat purchase by the customer.
14. The packages of toffees are put in in two corrugated boxes for storing at manufacturers warehouse. Which level of packaging is used here? (1)  
 (A) Primary package (B) Secondary package  
 (C) Transportation package (D) Warehouse package
15. Which of the following aims at protecting and promoting the consumers interest? (1)  
 (A) The Sale of Goods Act 1930 (B) The Trade Marks Act 1999  
 (C) The Consumer Protection Act 2019 (D) The Consumer Protection Act 1986
16. Reference to the question; 'What can be marketed?' Match the category with the examples. (1)
- | <u>Category</u> | <u>Examples</u>                                  |
|-----------------|--|
| a) Services     | i) Blood donation, polio vaccination             |
| b) Ideas        | ii) National games carnival                      |
| c) Events       | iii) Kolkata the city of joy                     |
| d) Place        | iv) Business process outsourcing, online trading |
- (A) a-iv, b-iii, c-ii, d-i (B) a-iii, b-iv, c-i, d-ii (C) a-iii, b-ii, c-i, d-iv (D) a-ii, b-iii, c-iv, d-i
17. Mrs Lekhi should check, which of the following standardization mark while purchasing a gold ring? (1)  
 (A) Agmark (B) ISI (C) FPO (D) Hallmark
18. Mr. Kumar bought an iron of a reputed brand for Rs. 1500 but it caused an electric shock while it was being used. Mr. Kumar wants to exercise his right. Identify the right under which he can be protected. (1)  
 (A) Right to safety (B) Right to be heard (C) Right to seek redressal (D) Right to choose
19. 'Caveat venditor' implies \_\_\_\_\_ (1)  
 (A) Let the buyer beware (B) Let the seller beware  
 (C) Let the product beware (D) Let the society beware
20. A consumer can file a complaint in \_\_\_\_\_ when the value of goods and services along with the compensation claim does not exceed Rs.1 crore. (1)

(A) State Commission (B) District Commission (C) National Commission (D) Supreme Court

21. Kais is working as a manager of a company selling computers. He plans the target sales of 50,000 computers per month. He allocates necessary resources to carry out the plan. He has seven salesmen working under him. He works with them, guiding and motivating them to achieve the target sales. At the end of the month, after comparison of actual sales with the target sales, he found that actual sales exceeded the target sales. (3)
- Identify, by quoting lines from the above paragraph, the functions of management that Kais is performing.

**OR**

Ms. Kajal Kiran is one of the most successful managers of her company. She uses her creativity and initiative in handling challenges 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 her in a skilful manner in the context of realities of a given situation. She often reads books and other literature in various fields of management to keep her knowledge updated.

- a) Identify the aspect of the nature of management highlighted in the above description  
b) Enumerate any three features of the aspect identified.
22. Taylor's techniques of management are universally applicable. Do you agree? Give the reason in support of your answer. (3)
23. Harshvardhan is working as the country head of a company which owns a chain of malls in the various parts of India. Through an analysis report of the business environment, it has been brought to his notice that in the coming years, shopping at a mall will not be a necessity for the buyers as purchases can be made online from anywhere at any time with ease and at consumers' convenience. Hence, mall will have to provide much more than shopping to be able to attract customers. So he recommended that mall should be structured into recreation centres, offering more space to socialize host events and concerts and provide ample of food and beverages options. (3)
- Consequently the share of entertainment segment and beverages segment in the overall mall space increased by 30%. As a result the company gains enormously by getting the first mover advantage. In the above context, define the term business environment and explain the terms threats and opportunities by quoting lines.
24. Who can file a complaint in a consumer commission? (3)

**OR**

Meghna has set up a company Dant32 Ltd. The company manufactures toothpaste 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 email ID of consumer services cell. The product became very popular and started getting orders from reputed traders. Identify and explain any two rights of consumers discussed above.

25. Ruchi and Suchi are employees working with '24Carat' Jewellers dealing in costume jewellery. The firm secured an urgent order of 1,000 anklets, to be delivered within 4 days. Ruchi and Suchi were assigned the responsibility of producing 500 anklets each at a cost of Rs.100 per anklet. Ruchi was able to produce the required number within the stipulated time at a cost of Rs.55000 whereas, Suchi was able to produce only 450 units at a cost of Rs.90 per unit. (4)
- State whether Ruchi or Suchi was efficient and effective give reasons to justify your answer.
26. Nutan Tiffin Box service was started in Mumbai by Mumbai Dabbawalas. The Dabbawalas who are the soul of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade tiffin to all office goers at right time and place. The service is uninterrupted even on the days of bad weather, political unrest and social disturbances. Recently they have started online booking system through their website 'mydabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the dabbawalas were invited as guest lecturers by top business schools. The Dabbawalas operate in a group of 25-30 people along with a group leader. Each group teams up with other groups in order to deliver the tiffin on time. They are not transferred on frequent basis as they have to remember the addresses of their customers. They follow certain rules while doing trade- No alcohol during working hours; No leave without permission; Wearing of white cap & carrying ID cards during business hours. (4)

Recently on the suggestion of a few self motivated fellow men, the dabbawalas thought out and executed a plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red sticker if food is left in the tiffin, to be fed to poor children later. State any two principles of management given by Fayol & two characteristics of management mentioned in the above case.

**OR**

Identify the nature of principles of management highlighted in the given statements:

- i) They do not provide readymade solutions as business environment is ever changing and dynamic.
  - ii) They are developed through research work on the basis of experience of managers.
  - iii) They are applied to all types of organisations business as well as non business.
  - iv) They are not a set of rigid prescription but they can be modified by the manager to meet the demand of the situation.
27. The Government of India has recently come up with an amendment to Section 6 of the Payment of Wages Act 1936, to allow employers of certain industries to make payment through various electronics modes of payments. The amendment will be applicable to all the public sector undertakings for wages disbursement using e-payment options. This is another milestone in the direction to further push to cashless economy. Identify and explain any two dimensions of business environment which relate to the above mentioned case. (4)
28. "Time Line" watch manufacturing company is a renowned company marketing watches. It performs various activities like, market analysis, product designing or merchandising, packaging, warehousing, branding, pricing, promotion and selling. The company maintains good customer relations through various follow-up activities. This helps the company in procuring repeat sales orders. Identify and explain any two dimensions of business environment which relate to the above mentioned case. (4)
- a) Name the concept related to the activities mentioned in the above paragraph.
  - b) Explain any two features of the concept identified in part a) above.

**OR**

Jai is working as the chief executive officer of a soft drink company. The company is doing its business in collaboration with the soft drink company of France. Jai and his friend are discussing the marketing chapter with students of management. You wanted clarity from Jai about the factor which affect the marketing decision. He explained that there are a large number of factors affecting marketing decisions which may be divided into two categories controllable factors non controllable factors. Jai further explained that controllable factors become marketing tools that can be constantly shaped and reshaped by marketing managers to achieve marketing success. Identify and explain the set of marketing tools that can be constantly shaped and reshaped by marketing manager

29. Himanshu purchased a new car from super speed motors for Rs.25 lacs. He was offered free insurance for the first year and three free services to be availed after the car had covered 5000 km 10000 km and 15,000 km respectively. When he took the car for the first free service, he was told that the car was not new and the first service has already been availed on this car. He felt cheated and filed a complaint with the appropriate commission but he is not satisfied with the decision of the commission. After two months, he decided to file an appeal against it. From the above answer the following question: (4)
- a) With which commission Himanshu must have filed his complaint?
  - b) Where can he appeal against the decision?
  - c) Will he be allowed to appeal against the decision? Give reason.
30. 'Management is a profession in making.' Discuss (4)
31. Explain the importance of coordination. (6)
32. In each of the following cases, which principle of Fayol is being violated? (6)
- i) When the managers enter into contract with their kith and kin for supply of materials knowing that such materials are defective.
  - ii) When shocks are kept in library and books in office.
  - iii) A worker receiving orders from two Bosses.
  - iv) When no department has a separate plan of action.
  - v) A subordinate habitually contacts higher authorities passing over his superior.
  - vi) Employees are not honouring their commitments towards the organisation and superiors are not

paying bonus to the employees.

**OR**

Principles of Taylor and Fayol are mutually complementary. One believed that management should not close its ears to two constructive suggestions made by the employees, while the others suggested that a good company should have an employee suggestion system whereby suggestions which result in substantial time or cost reductions should be rewarded.

Identify and explain the principles of Taylor and Fayol referred to in the above para.

33. Explain factors affecting price determination. (6)

34. The court passed an order that schools must have water purifiers for the school children as society in general is more concerned about quality of life. Innovative techniques are being developed to manufacture water purifiers at competitive rates. Incomes are rising and children at home are also drinking purified water. The government is also showing positive attitudes towards the water purifier business. (6)

Identify the different dimensions of business environment by quoting from the above details.

**OR**

State the importance of business environment from the following:

(i) Maruti Udyog became the leader in a small car market because it was the first to recognise the need for small cars in an environment of rising petroleum prices and a large middle class population in India.

(ii) An Indian firm finds that a foreign multinational is entering the Indian market with new substitutes. On the basis of this information, the Indian firm can prepare itself to meet the threat by adopting such measures as improving the quality of the products, reducing cost of production, engaging in aggressive advertising etc.

(iii) To engage in any type of activity a business enterprise assembles various inputs like finance, machines, raw materials, power, water and labour etc. from its environment including financier, government and suppliers. In return the business enterprise supplies the environment with its output such as goods and services for customers, payment of taxes to government, return on investment to investors etc.

(iv) Today's business environment is getting increasingly dynamic where changes are taking place at a fast pace. Changes in technology and intense global competition are just a few of the images used to describe today's business environment. All sizes and all types of enterprises are facing increasingly dynamic environment. Therefore managers must understand and examine the environment and develop suitable courses of action.

(v) Entry of new players in the market, which means more competition, may make enterprise think fresh about how to deal with the situation.

(vi) Many studies reveal that the future of an enterprise is closely bound up with what is happening in the environment. It really makes a difference in the performance of an enterprise.