



विद्या सर्वार्थ साधिका

ANANDALAYA

PERIODIC TEST- 2

Class : XII

Subject : Business Studies

Date : 22-09-2023

M.M : 80

Time : 3 Hrs.

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. Purchase manager and Sales manager are part of _____ level of management. (1)
(A) Top (B) Middle (C) Operational (D) High
2. At times a business may concentrate on producing goods with fewer resources but cannot achieve the targeted production in such a case the business is said to be _____. (1)
(A) effective but not efficient
(B) efficient but not effective
(C) both effective and efficient
(D) neither effective nor efficient
3. Which of the following is a component of the economic environment? (1)
(A) concerned with quality of life
(B) extent of government's intervention in the business
(C) birth and date rates
(D) rates of savings and investment
4. A _____ is developed for a onetime event, not likely to be repeated in the future. (1)
(A) Standing plan (B) Single use plan (C) Both A and B (D) Neither A nor B
5. Taylor proposed eight specialists from whom each worker will have to take orders from as a part of the technique of Functional Foremanship specified by him. Those with technical, mastery, intelligence and grit may be given _____ work. Those with energy and good health may be assigned _____ work. (1)
(A) Planning, Execution
(B) Execution, Planning
(C) Production, Planning
(D) Implementation, Production
6. What may be prepared to show the number of workers required in the factory at peak production times? (1)
(A) Rule (B) Objective (C) Budget (D) Method
7. Match the the various dimensions of environment in Column I with their respective statements in Column II and choose the correct alternative: (1)

Column I	Column II
a. General forces	(i) Negative external environment trends
b. Specific forces	(ii) Social, political, legal conditions
c. Threats	(iii) Investors, customers and competitors

(A) a-ii, b-iii, c-i (B) a-iii, b-i, c-ii (C) a-i, b-ii, c-iii (D) a-ii, b-i, c-iii

8. According to the technique of Scientific management “Differential Piece Wage system” How much more will a worker making 60 units earn as compared to a worker making 49 units? If the standard output per day is 50 units and those who make standard output or more than standard get Rs. 75 per unit and those below get Rs. 65 per unit. (1)
 (A) Rs. 4500 (B) Rs. 3185 (C) Rs. 1315 (D) Rs. 3250
9. _____ is defined as the framework within which managerial and operating tasks are performed. (1)
 (A) Span of management (B) Organizational structure
 (C) Informal organization (D) Compartmentalization
10. Following is mandatory to be written on medicines: (1)
“Not to be sold by retailers, without the prescription of a Registered Medical Practitioner.”
 Which dimension of business environment is highlighted in the given case?
 (A) Legal (B) Social (C) Political (D) Technological
11. Arrange the steps involved in organizing process in correct sequence and choose the correct alternative. (1)
 (i) Departmentalization
 (ii) identification and division of work
 (iii) establishing reporting relationships
 (iv) assignment of duties
 (A) iii, ii, iv, i (B) iii, ii, i, iv (C) ii, i, iv, iii (D) ii, iii, iv, i
12. Digi Locker is the country’s first secured cloud-based platform for the storage, issuance and verification of documents with the driving license and vehicle registration system of the Road Transport Ministry. The integration of a government department with the Digi locker since its launch last year is one of the biggest of its kind. It will spare people from the trouble of carrying licenses and vehicle papers, which can be accessed on phones using the Digi locker app. Identify the related dimension of business environment indicated here. (1)
 (A) Economic (B) Social (C) Political (D) Technological
13. Centralization refers to _____. (1)
 (A) retention of decision-making authority (B) opening new branches
 (C) separation of divisions or levels (D) dispersal of decision-making authority
14. Which of the following is the right to command and take decisions? (1)
 (A) Authority (B) Responsibility (C) Accountability (D) all of the above
15. Before buying a product, a customer analyses, its cost and the satisfaction that she is to get from it. She will buy the thing only when she feels that the satisfaction derived will be more than its cost. The seller is to make the thing while keeping in mind this tendency of the buyer. A seller, who does not pay heed to the importance that the buyer gives to the product, certainly lags behind in competition. Identify the feature of marketing highlighted in the above paragraph. (1)
 (A) Needs and wants (B) Creating a market offering
 (C) Exchange mechanism (D) Customer value
16. A manager is required to make certain assumptions about the future, which may be in the form of forecast. This step in planning process is known as _____. (1)
 (A) follow-up (B) developing premises
 (C) evaluating alternative courses of action (D) identifying alternative courses of action
17. In planning generally, managers have to follow predetermined plans and they are not in a position to change them. This statement highlights the _____ as a limitation of planning. (1)
 (A) planning may not work in a dynamic environment
 (B) planning does not guarantee success
 (C) planning is time-consuming
 (D) planning leads to rigidity

18. Which of the following implies being answerable for the final outcome? (1)
 (A) Authority (B) Responsibility (C) Accountability (D) none of these
19. Decentralization should be applied with caution as _____. (1)
 (A) it can lead to organizational disintegration if departments start to operate on their own guidelines which may be contrary to the interest of the organization
 (B) it must always be balanced in areas of major policy decisions
 (C) it recognizes the decision makers need for autonomy
 (D) it propagates the belief that people are competent capable and resourceful
20. Bharat Limited has a staff of 300 people, who are grouped into different departments. The organizational structure depicts that 100 people work in the production department, 150 in finance department, 20 in the research and development department and 30 in the stores' department. Identify the type of organizational structure being followed by the company (1)
 (A) Functional structure
 (B) Divisional structure
 (C) Informal structure
 (D) Communication structure
21. 'Packaging has acquired great significance in the marketing of goods.' In the light of this statement state any three functions of Packaging. (3)

OR

Define brand name, brand mark and trademark.

22. Distinguish between Functional Structure and Divisional Structure on the following basis: (3)
 a. Formation b. Specialisation c. Responsibility

OR

Distinguish between Formal organisation and Informal organisation on the following basis:

a. Meaning b. Origin c. Flow of communication

23. 'Fit & Fine', a probiotic drink was launched in the market by Double Dairy Ltd. It is available in various cities across the country. Fitness experts and Gym instructors are recommending it, as it is very useful for the stomach. The company is also using various tools to inform and persuade customers about its product. It has recently started free distribution of its samples to encourage the customers to know about its benefits to buy this probiotic drink in future. (3)
 The company has also appointed a large number of salespersons, who contact the prospective buyers and communicate with them to make sales. This way, the company is able to develop personal rapport with its customers.
 In order to create awareness and to increase its popularity among school children, it also organises workshops for students and teachers. It also arranged visits of students and teachers to the factory to create awareness about the standards of hygiene adopted in processing and packaging, etc. This helps the company to build a positive image of its product in the society. This way the company is using a combination of communication tools to inform and persuade customers about their firm's product.
 Identify and explain the tools used by M/s Double Dairy Ltd.
24. Mudita has set up 'Khakhra & All' a company manufacturing various kinds of khakhra like oat khakhra, soya khakhra and whole wheat khakhra. She knew that a customer would only pick up a small quantity of the product, so she did not want to invest in starting her own retail outlets. She planned to market the products at the In-N-Out stores at various petrol pumps, E-charging points and at the toll booths. Though the other khakhra manufacturers were using other channels of distribution (3)
 (a) Give the meaning of channels of distribution.
 (b) Identify and explain the channel of distribution being adopted by Mudita and also explain the other channels of distribution.
25. Ritu is the manager of the northern division of a large corporate house. At what level does she work in the organisation? What are her basic functions? (4)

26. Samay purchased a bottle of mayonnaise from the nearby grocery shop. The information provided on the bottle was faded and unclear. His sister fell sick on consuming it. He filed a case in the district forum under the Consumer Protection Act and got the relief. (4)
- (a) Identify the important aspect neglected by the marketer in the above case
- (b) Briefly explain the functions of the aspect identified in a above
27. 'Decentralization is an optional policy'. Explain why an organization would choose to be decentralized. (4)
28. Naman and Govind after finishing their graduation under vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with their Professor, Mr. Mehta who liked the idea and suggested them to first analyse the business environment which consists of investors, competitors and other forces like social, political etc. that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes, which may hinder their business performance. He emphasised on making plans keeping in mind the threat posed by the competitors, so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance. (4)
- (i) State any two features of business environment as discussed by Professor Mehta with Naman and Govind.
- (ii) Also state two points of importance of business environment as stated by Professor Mehta in the above situation.

OR

State the meaning of demonetization and mention its impact on interest rates, private wealth and real estate.

29. Grahak Jagriti Sanstha, New Delhi is an NGO, who takes initiative in providing consumer awareness programme by organising public consumer awareness camps. In one such camp, several consumers expressed complaints against a product causing health hazards and they are not given a chance of being heard by the manufacturer. (4)
- (a) Can Grahak Jagriti Sanstha, New Delhi file a complaint under the Consumer Protection Act (COPRA), 2019?
- (b) If Yes / If No, who else can file a complaint under COPRA, 2019?

OR

Explain any four rights of consumer provided by the COPRA, 2019. (4)

30. Explain any four limitations of planning. (4)
31. Aasha, Nisha and Disha were partners in a partnership firm M/s. AND & Co. sharing profits in the ratio of 2:1:1. All being active partners in the firm decided to have a meeting, every week to discuss and deliberate on policies and business strategy. (6)
- In one such meeting they had a discussion, where Aasha was of the opinion that anybody who could produce the goods will be able to sell and selling is no longer a problem. They must focus on production of goods. She believed that profits could be maximised by ensuring their products be widely available at an affordable price. Nisha countered the opinion by arguing that the product quality and availability will not ensure the survival and growth of firms because of the competition in the market. They must give greater importance to attracting and persuading customers to buy the product. The firms must undertake aggressive selling and promotional efforts to persuade, lure or coax the buyers to buy the products. Disha in conclusion expressed that in the long run what matters the most is the customer satisfaction, rather than anything else. So, the firm must focus on identifying the needs of its present and prospective buyers and satisfying them in an effective way. Customer's satisfaction must be of prime importance in any and every decision making in the firm.

Identify the various types of thinking that guided Aasha, Nisha and Disha in the marketing efforts of their business. Also State one more feature of various types of thinking identified by you and that is not given in the above paragraph

OR

For each of the following identify and explain the function of marketing:

- (i) Rapid growth is predicted in several areas in the Indian economy; say in the use of the internet, market for cell phones and several other areas. Which of these areas a particular organisation should enter, or in which area should it expand, requires a careful scanning of the strengths and weaknesses of the organization.
- (ii) This function refers to producing goods of predetermined specifications, which helps in achieving uniformity and consistency in the output. On the other hand, another function ensures the buyers that goods conform to the predetermined standards of quality, price and packaging and reduces the need for inspection, testing and evaluation of the products.
- (iii) A very important function of the marketing management that relates to providing maximum satisfaction to the customers, which is the key to marketing success in modern days. It helps in bringing repeat sales from the customers and developing brand loyalty for a product.

32. The Consumer Protection Act empowers the consumer to fight against any unscrupulous, exploitative and unfair, restrictive trade practices adopted by sellers. Consumer rights, by themselves, cannot be effective in achieving the objective of consumer protection. Consumer protection can, in effect, be achieved only when the consumers also understand their responsibilities. (6)

Reference to the paragraph above, enumerate the responsibilities that consumer should keep in mind while purchasing, using and consuming goods and services.

33. Identify the step in the planning process from the following statements and explain each of them in detail. (6)
- (i) This is the step where other managerial functions also come into the picture.
 - (ii) Monitoring the plans is equally important.
 - (iii) This is the real point of decision making.
 - (iv) If the end result is clear it becomes easier to work towards the goal.
 - (v) Each course will have many variables which have to be weighed against each other
 - (vi) There may be many ways to act and achieve objectives. All of them should be identified.

OR

'Baatchit Communications are in the business of mobile services. They want to increase their revenue by 20% in the next year, for this they have taken various measures like they do not allow their employees to browse internet during working hours, so that they remain focused on their jobs, in order to avoid bad debts, they decided to sell only on cash basis and they have also made forecast of the sales of different products in each area for a particular month.

Identify the types of plans being discussed above by quoting relevant lines and explain.

34. Mechtronics Ltd. manufactures e-bikes and being a new entrant in the market of e-automobiles striving to achieve a market position. In order to establish standards of excellence and quality in spare parts and in the performance, the company adheres to benchmarks and targets during the production process. It has set of standards for each business activity and has adopted the contemporary techniques of business process including reengineering It has eliminated superfluous diversity of products by ensuring the availability of products in limited models, features and colours. (6)

Identify and explain the technique of scientific management which has been adopted by Mechtronics Ltd.