



विद्या सर्वार्थ साधिका

ANANDALAYA
PERIODIC TEST – 1
Class: XII

Subject : Business Studies (054)
Date : 18-07-2024

M. M. : 40
Time : 1 Hr. 30 Min.

General Instructions:

1. This question paper contains 18 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.

PART – A

(10 x 1 = 10)

1. From the following identify the one which is not the relevant feature of management as a science: (1)
(A) Principles are based on the experimentation (B) Systematized body of knowledge
(C) Based on practice and creativity (D) Universal validity
2. Management is considered to be an art because _____. (1)
(A) the principles of management have universal validity
(B) the principles of management have universal application
(C) different principles of management are brought into effect differently by different managers
(D) the practicing managers don't have to be a member of a professional association
3. Match the work assigned to a foreman in A with the job title B. Select the correct option from below. (1)

Column A	Column B
(i) Responsible for keeping tools and machines ready	(a) Route Clerk
(ii) Specifies the exact sequence and route of production	(b) Repair Boss
(iii) Checks the quality of work	(c) Gang Boss
(iv) Ensures proper working conditions of tools and machines	(d) Inspector

- (A) (i)-(b), (ii)-(c), (iii)-(d), (iv)-(a) (C) (i)-(c), (ii)-(a), (iii)-(d), (iv)-(b)
(B) (i)-(a), (ii)-(c), (iii)-(d), (iv)-(b) (D) (i)-(d), (ii)-(c), (iii)-(a), (iv)-(b)
4. The objective of this technique of scientific management is to reduce a given line or a product to fixed types, sizes and characteristics. Name the technique. (1)
(A) Method study (C) Functional foremanship
(B) Differential piece rate wage system (D) Standardization and simplification of work
 5. With the advent of 'Speak GPT' in the information technology industry, companies have started investing in artificial intelligence to fulfil the expectations of the customers. Largely the customers are showing a positive attitude to the new artificial intelligence-based Speakbot. Identify the dimension of the business environment being referred to here. (1)
(A) Social and Economic environment (C) Economic and Technological environment
(B) Technological and Social environment (D) Legal and Social environment

6. Ketan Ltd. is earning enough revenue to cover costs and the risks of the business. Now, the company wants to increase the sales volume, the capital investment, the number of employees and the number of products also. By doing this, the management wants to achieve the _____ objective of management. (1)
- (A) Survival (B) Growth (C) Profit (D) Personal
7. Which of the following is an element of the political environment? (1)
- (A) Existing structure of the economy in terms of the relative role of private and public sectors.
 (B) Rise in the disposable income of people due to an increase in the GDP of a country.
 (C) The attitude of the elected government representatives towards business.
 (D) Legislation passed by the government authorities.
8. The 'One best way' to perform a task should be identified and implemented. State the technique of scientific management defined in the sentence. (1)
- (A) Method Study (B) Fatigue Study (C) Motion Study (D) Time Study

In Q. No. 9 and 10 read the statements: Assertion (A) and Reason(R). Choose the correct alternative from those given below:

- (A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
 (B) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A)
 (C) Assertion (A) is true but Reason (R) is False
 (D) Assertion (A) is False but Reason (R) is True
9. ASSERTION (A): The general environment mostly influences many enterprises at the same time. (1)
 REASONING (R): The economic, social, technological, political and legal conditions are considered relevant for decision-making and improving the performance of an enterprise.
10. ASSERTION (A): There should be a balance between authority and responsibility. (1)
 REASONING (R): A manager should assign a minimum authority to his subordinate to carry out her responsibility.

PART – B

11. Jethalal is working as a Head Public Relations Manager in the Wealth Management division of a private sector bank. He has created an internal environment which is conducive to an effective and efficient performance of his team of 10 relationship management executives. A typical day at work in Jethalal's life consists of a series of inter-related and continuous functions. He decides the targets for his department which are in line with the objectives of the organisation as a whole. The future course of action for his team members is laid out well in advance. The various resources required by relationship managers like an iPad with GPS system, account opening forms, brochures, details of account holders are made readily available to them. The executives are given sufficient authority to carry out the work assigned to them. Jethalal works in close coordination with the Human Resource Manager in order to ensure that he is able to create and maintain a satisfactory and satisfied workforce in his department. (3)
- Identify and describe the various functions of the management highlighted in the paragraph above. (Quote the lines)

12. Paytm is an Indian e-payment and e-commerce brand based at Delhi NCR, India. Launched in August 2016, it is the consumer brand of a parent company One97 Communications. The name is an acronym for 'Payment Through Mobile'. The company employs over 13,000 employees as of January 2017 and has three million offline merchants across India. It also operates the Paytm payment gateway and the Paytm Wallet. Starting from March 2017, Paytm expanded its services to Canada with the launch of Paytm Canada. Paytm has targeted each and every person irrespective of age, income, gender or status as its customer because it wants to penetrate in every nook and corner of India. Some of its major competitors are Jio money, Airtel Money, Mobikwik and Freecharge. It acts as a portal to shop for multiple products from apparel to electronic items. The government is propagating cashless economy system and this has helped Paytm. In the year 2015, RBI granted it a licence to start first Paytm payment bank in India. Demonetisation of currency notes has also worked heavily in favour of the company and led to a substantial increase in the active users. (3)

Identify and explain any three dimensions of the business environment being referred to in the above case by quoting lines from the paragraph.

13. Explain the any two principles of the management from the following options: (3)
- (a) Initiative
 - (b) Stability of Personnel
- OR
- (a) Discipline
 - (b) Equity

14. Kamini Dev is working as the country head of a company which owns the chain of malls under the name 'Kmart' in the various parts of India. Through an analysis report of the business environment, it has been brought to her notice that in the coming year, shopping at a mall will not be a necessity for the buyers, as purchases can be made online from anywhere and at any time with ease and at the customer's convenience. Hence, malls will have to provide much more than shopping to be able to attract customers. So, she recommends that 'Kmart' should be restructured into recreation centres, offering more spaces to socialize, host events and concerts and provide ample of food and beverages options. (3)
- Consequently, the share of entertainment segment and food and beverages segment in the overall mall space is increased by 20%. As a result, the company gains enormously by getting the first mover advantage.

Define the term 'Business Environment'.

Explain the terms 'threats' and 'opportunities' by quoting lines from the paragraph

PART – C

15. India's craft heritage is surviving because of its customs and traditions. Craft products made by craftsmen of Rajasthan, Gujarat, Assam etc are not only used in the country but are also exported to the USA, Germany, UK, France and other countries of the world. The volume of exports of these products gives India an advantage in balance of payment and the much-needed foreign exchange. The Prime Minister desires that the handcraft industry should be expanded by linking it with technology. Focus should be on changing the manufacturing process, ensuring durability and adopting innovations. Identify, highlight and explain any four dimensions of the business environment. (4)

16. Jiten is a well-known businessman in the field of publishing. He owes the success of his business, to his own education in business management and his team of certified management consultants. Therefore, he decided to send both his children, Dhanush and Dharini abroad to acquire a degree in business management in their individual area of expertise. He feels that all over the world, there is a marked growth in management as a discipline but still it is not considered to be a full-fledged profession for certain reasons. (4)

In the context of the above case,

- (a) Explain the reasons, why Jiten considers management as a discipline?
(b) Critically examine the various reasons for which management is not considered to be a full-fledged profession
17. ‘Scientific management means knowing exactly what you want men to do and seeing that they do it in the best and the cheapest way.’ Taylor developed various techniques for the application of scientific management principles and was able to achieve a three-fold increase in productivity in the Bethlehem Steel company, where he worked. One of the techniques helps to determine the number of workers to be employed; frame suitable incentives schemes and determine labour costs. Another technique recognises those workers who are able to accomplish or exceed the fair day’s work and is based on the premise that efficiency is the result of the joint efforts of the managers and the workers. (4)
- Quoting the lines from the above paragraph, identify and explain the two techniques of scientific management.

PART – D

18. Discuss the importance of Coordination. (6)

OR

Define Coordination and explain why is coordination referred as an essence of management?