



B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL

PRE-BOARD 1 EXAMINATION, 2025-26 BUSINESS STUDIES 054

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Max Marks: 80
Roll no:

1) The project managers in an organisation set targets for the upcoming months and outline strategies to achieve them. At the same time, they assign specific roles and responsibilities to their team members. They motivate them to meet the deadline, by celebrating their achievements and taking their feedback. Thus, various functions are simultaneously performed by all managers all the time. Name the characteristic of Management discussed above. 1

- a) Management is a dynamic function
- b) Management is a continuous process**
- c) Management is an intangible force
- d) Management is goal oriented

2) Henri Fayol's principle of discipline which emphasizes obedience to organisational rules and employment agreement, is evolved out of the experience and collective wisdom of managers. The nature of principle of management reflected through the above statement is _____ 1

- a) Universal applicability
- b) Flexible
- c) Mainly behavioral
- d) Formed by practice and experimentation**

3) Read the following statements: Assertion (A) and Reason (R). Choose the correct alternative from those given below:

ASSERTION(A): Maslow's need hierarchy theory of motivation is widely recognised and appreciated yet criticised.

REASON(R): Even though Maslow's theory focuses on needs as a basis of motivation and helps to develop understanding about the motivation phenomenon, his propositions are questioned on their classification and hierarchy. 1

Alternatives :

- (a) Both Assertion (A) and Reason (R) are true.
- (b) Both Assertion (A) and Reason (R) are false.
- (c) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of the Assertion.
- (d) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of the Assertion.**

4) Read the following statements carefully: 1
Statement- I Values are basic truths or guidelines for behaviour which are formed after research in work situations.

Statement- II While practising Principles of Management, values cannot be neglected as business organisations have to fulfil social and ethical responsibility towards society.

In the light of given statements, choose the correct alternative from the following:

- (a) Both the statements are true.

- (b) Both the statements are false.
 (c) Statement I is true, Statement II is false.
(d) Statement II is true, Statement I is false

5) Manu Priya is working as the Human Resource Manager of EDT Limited at an annual salary of ₹ 8 lakh per annum and is also offered shares of the company at a set price which is lower than the market price. The method being used to calculate the compensation provided to her is _____

1

- (a) Time based direct financial payment
 (b) Indirect financial payment
(c) Time based Pay Plus incentives
 (d) Performance based direct financial payment

6) Out of the following, which is/are the component(s) of the social environment.

- 1) Rate of inflation has increased by 2% leading to a higher total cost for business enterprises.
- 2) Various specialty health food and grocery shops have opened in an area where fitness and health enthusiasts live.
- 3) Life expectancy rate in India has improved over the past 20 years due to adequate health facilities and infrastructure.
- 4) A company in its human resource manual discloses a zero tolerance policy for racial discrimination and discriminatory practices against employees with disability.
- 5) The Advertising Standards Council of India prohibits the advertisement that promotes products or services that are banned by law.

Choose the correct option :

1

- a) only 2
 b) 1,2,3
 c) 2,4,5
d) 2,3,4

7) Name the element of marketing mix which includes deciding about the features, quality, packaging, labelling and branding of goods or services or 'anything of value' which is offered to the market for sale.

1

- a) promotion
 b) place
 c) **product**
 d) price

8) Choose the correct statement about the controlling function of management.

1

- a) No corrective action is required when the deviation goes beyond the acceptable range in important areas.
b) Deviations should be analysed for their causes.
 c) Measurement of actual performance should be done only after the task is complete.
 d) Managers must keep a check on each and every activity, otherwise the entire organisation may suffer.

9) Identify the type of training method from the image given:

1



- (a) **Apprenticeship training**
- (b) Vestibule training
- (c) Internship training
- (d) Induction training

10) Arrange the following elements of communication process in the correct sequence: 1

- i) Media ii) Message iii) Sender iv) Decoding v) Receiver
vi) Feedback vii) Encoding

Choose the correct option:

- a) iii, i, vii, ii, v, iv, vi
- b) iii, ii, vii, i, iv, v, vi**
- c) ii, iii, vii, vi, iv, v, i
- d) ii, i, vii, iii, v, iv, vi

11) Choose the correct statement about the meaning of depository. 1

- a) Depository holds and transfers securities in the Demat Form.
- b) Depository serves as an intermediary and buys and sells securities on the instructions of clients.
- c) Depository is like a bank and keeps securities in electronic form on behalf of investors.**
- d) Depository buys securities from a company and sells to the public at a higher price

12) A product will be purchased only if it is perceived to be giving the greatest benefit for the money. Name the feature of marketing reflected in this statement. 1

- a) Creating a market offering
- b) Customer value**
- c) Exchange mechanism
- d) Needs and wants

13 Match the concepts of management given in column I with their meaning given in column II 1

	COLUMN I		COLUMN II
A	Management Hierarchy	(i)	Involves defining and grouping of activities, resource allocation and establishment of authority relationships.
B	Coordination	(ii)	Involves establishing performance standards measuring actual performance and taking corrective action
C	Organising	(iii)	It shows orderly arrangement of individual and group efforts to ensure unity of action in realisation of common objectives
D	Controlling	(iv)	Refers to different levels in the organisation created as a result of authority responsibility relationships binding individuals as superiors and subordinates.

(a) Choose the correct option from the following:

- a) A iv, B iii, C ii, D i
- b) A ii, B iii, C iv, D ii
- c) A iv, B iii, C i, D ii**
- d) A iii, B iv, C i, D ii

14) Mr. Gun Amroha, the General Manager of Welworth Textiles scans the business environment and adapts the organisation to the changes taking place in different dimensions of the business environment. However, it is still difficult for him to accurately assess the future trends. Identify the limitation of planning related to the above. 1

- a) Planning leads to rigidity.
- b) Planning may not work in a dynamic environment.**
- c) Planning does not guarantee success.
- d) Planning reduces creativity.

15) Name the step in the staffing process which enables the organizations to offer opportunities for

career advancement to their employees by facilitating learning, thereby helping the organisations to not only attract but also retain its talented people in the organisation. 1

a) Placement and Orientation

b) Recruitment

c) Training and Development

d) Performance Appraisal

16) 'Game of Clones', a reputed amusement company has decided to run an advertising campaign for which it is hiring various celebrities. The campaign involves an expenditure of ₹ 150 Crores. Identify the financial decision involved in the above case. 1

a) Long term investment decision

b) Financing decision

c) Working capital decision

d) Dividend decision

17) Arth Nivesh Limited has a high fixed operating cost. The Finance Manager informs the Chief Finance Officer that, in case the company decides to take a loan, for its future financial needs, its fixed financial cost will also increase leading to an overall increase in cost. Identify the factor affecting choice of capital structure discussed above. 1

a) Cost of debt

b) Floatation cost

c) Risk consideration

d) Control

18) The Finance Manager of Elle Pharma Limited, Mr Ashish Manjrekar wants to raise funds through debt or equity to the extent of ₹2 crores. For this purpose, he approaches a well regulated financial market that facilitates the mobilisation of long term capital for companies. Identify the market where Mr Ashish Manjrekar can raise the funds.

a) Money market

b) Secondary market

c) Capital market

d) Wholesale debt market 1

19) 'Companies are required to ensure that the dividend does not violate the terms of loan agreement.' Identify the relevant factor affecting dividend decisions being discussed above.

a) Access to capital market

b) Legal constraints

c) Stock market reaction

d) Contractual constraints 1

20) Read the following statements carefully:

Statement I- The objective of financial management is to maximize the wealth of directors of the company

Statement II- The financing decision of the company is unaffected by the extent of retained earnings.

In the light of given statements, choose the correct alternative from the following:

(a) Both the statements are true.

(b) Both the statements are false.

(c) Statement I is true, Statement II is false.

(d) Statement II is true, Statement I is false. 1

21) A) State any three points of significance of decentralization.

OR

B) State any three limitations of formal organisation.

Ans) A) (i) Develops initiative among subordinates: Decentralisation Helps to promote self-reliance and confidence amongst the subordinates. This is because when lower managerial levels are given freedom to make their own decisions they learn to depend on their own judgement.

(ii) Develops managerial talent for the future: Decentralisation gives them a chance to prove their abilities and creates a reservoir of qualified manpower who can be considered to fill up more challenging positions through promotions.

(iii) Quick decision making: In a decentralised organisation, since decisions are taken at levels which are nearest to the points of action and there is no requirement for approval from many levels, the process is much faster. There are also less chances of information getting distorted because it doesn't have to go through long channels.

(iv) Relief to top management: Decentralisation diminishes the amount of direct supervision exercised by a superior over the activities of a subordinate because they are given the freedom to act and decide albeit within the limits set by the superior. Decentralisation also leaves the top management with more time which they can devote to important policy decisions rather than occupying their time with both policy as well as operational decisions

(v) Facilitates growth: Decentralisation awards greater autonomy to the lower levels of management as well as divisional or departmental heads. With each department doing its best in a bid to outdo the other, the productivity levels increase and the organisation is able to generate more returns which can be used for expansion purposes.

(vi) Better control: Decentralisation makes it possible to evaluate performance at each level and the departments can be individually accountable for their results.

OR

B) (a) The formal communication may lead to procedural delays as the established chain of command has to be followed which increases the time taken for decision making.

(b) Poor organisational practices may not provide adequate recognition to creative talent, since it does not allow any deviations from rigidly laid down policies.

(c) It is difficult to understand all human relationships in an enterprise as it places more emphasis on structure and work. Hence, the formal organisation does not provide a complete picture of how an organisation works.

22) Anabel Creations, an apparel designing company has a huge pile of young men's and women's garments to be sold across its branches in various cities. In order to clear the stock, the company has decided to give a heavy discount on its garments, with a view to lure the buyers. It is also visiting various colleges for sponsoring fashion shows in order to push its sales. However, the garments are not liked by the customers as they have not been made as per their needs and preferences.

a) Identify and state the Marketing Management philosophy being followed by Anabel Creations.

b) Name and state any two other philosophies of Marketing apart from the one identified in part a. 3

ANS)

a) The Marketing Management philosophy followed by Anabel Creation is the Selling concept..

This business philosophy assumes that the customers would not buy, or not buy enough, unless they are adequately convinced and motivated to do so. Therefore, firms must undertake aggressive selling and promotional efforts to make customers buy their products. The use of promotional techniques such as advertising, personal selling and sales promotion are considered essential for selling of products.

b) The Production Concept- The focus of business activities is on production of goods. It is believed that profits can be maximized by producing at large scale, thereby reducing the average cost of production. Consumers would favour those products which are widely available at an affordable price. Thus, availability and affordability of the products are considered to be the key to the success of a firm. The Product Concept- products. The focus of business activity is on bringing continuous improvement in the quality, incorporating new features etc. Thus, product improvement became the key to profit maximisation of a firm, under the concept of product orientation.

The Marketing Concept- It assumes that in the long run an organisation can achieve its objective of maximisation of profit by identifying the needs of its present and prospective buyers and satisfying

them in an effective way. All the decisions in a firm are taken from the point of view of the customers. Customer's satisfaction becomes the focal point of all decision making in the organisation.

The Societal Marketing Concept- The business orientation should not be short-sighted to serve only consumers' needs. It should also consider large issues of long-term social welfare. The societal marketing concept holds that the task of any organisation is to identify the needs and wants of the target market and deliver the desired satisfaction in an effective and efficient manner so that the long-term well-being of the consumers and the society is taken care of.

23) A) Give any three points of distinction between the money market and capital market. 3

OR

B) Give any three protective functions performed by Securities and Exchange Board of India.
Ans)

(i) Participants: The participants in the capital market are financial institutions, banks, corporate entities, foreign investors and ordinary retail investors from members of the public.

Participation in the money market is by and large undertaken by institutional participants such as the RBI, banks, financial institutions and finance companies.

(ii) Instruments: The main instruments traded in the capital market are – equity shares, debentures, bonds, preference shares etc. The main instruments traded in the money market are short term debt instruments such as T-bills, trade bills, commercial paper and certificates of deposit.

(iii) Investment Outlay: Investment in the capital market i.e. securities does not necessarily require a huge financial outlay. The value of units of securities is generally low i.e. Rs 10, Rs 100 and so is the case with a minimum trading lot of shares which is kept small i.e. 5, 50, 100 or so. This helps individuals with small savings to subscribe to these securities. In the money market, transactions entail huge sums of money as the instruments are quite expensive.

(iv) Duration: The capital market deals in medium and long term securities such as equity shares and debentures. Money market instruments have a maximum tenure of one year, and may even be issued for a single day.

(v) Liquidity: Capital market securities are considered liquid investments because they are marketable on the stock exchanges. However, a share may not be actively traded, i.e. it may not easily find a buyer. Money market instruments on the other hand, enjoy a higher degree of liquidity as there is formal arrangement for this. The Discount Finance House of India (DFHI) has been established for the specific objective of providing a ready market for money market instruments.

(vi) Safety: Capital market instruments are riskier both with respect to returns and principal repayment. But the money market is generally much safer with a minimum risk of default. This is due to the shorter duration of investing and also to financial soundness of the issuers, which primarily are the government, banks and highly rated companies.

(vii) Expected return: The investment in capital markets generally yield a higher return for investors than the money markets. The possibility of earnings is higher if the securities are held for a longer duration.

OR

B) Protective functions performed by Securities and Exchange Board of India:

1. Prohibition of fraudulent and unfair trade practices like making mis-leading statements, manipulations, price rigging etc.
2. Controlling insider trading and imposing penalties for such practices.
3. Undertaking steps for investor protection.
4. Promotion of fair practices and code of conduct in the securities market.

24) Muralidhar Parekh started textile printing business in Gujarat in the year 2022 by using practices like eco-friendly dyeing and printing processes in order to ensure environmental sustainability. Soon the business started flourishing. For the financial year 2024-25, Muralidhar formulated the organisational goal of increasing sales by 10% and framed strategies for their achievement. Since his job was complex and stressful, he appointed subordinates to carry out the main task of implementing

and controlling the plans and strategies made by him.

Identify the level at which the necessary workforce was appointed for implementing and controlling the plans and strategies made by Muralidhar Parekh. What will they need to do to carry out this main task? State any two points. 3

Ans)

The level at which necessary workforce would be appointed for implementing and controlling the plans and strategies is Middle Level. He is required to do the following to carry out the main task at the Middle Level :(any two)

- (i) interpret the policies framed by top management,
- (ii) ensure that their department has the necessary personnel,
- (iii) assign necessary duties and responsibilities to them,
- (iv) motivate them to achieve desired objectives
- (v) co- operate with other departments for smooth functioning of the organisation. At the same time they are responsible for all the activities of first line managers.

25) A) Explain the following functions of Marketing: 4

- a. Customer support services
- b. Packaging and labelling

Ans) A) a) Customer support services- Customer support services such as after sales services, handling customer complaints and adjustments, procuring credit services, maintenance services, technical services and consumer information aim at providing maximum satisfaction to the customers, which is the key to marketing success. They are very effective in bringing repeat sales from the customers and developing brand loyalty for a product.

b) Packaging refers to designing and developing the package for the products. Labelling refers to designing and developing the label to be put on the package. The label may vary from a simple tag to complex graphics. Packaging and labelling have become so important in modern day marketing that these are considered as the pillars of marketing. Packaging is important not only for protection of the products but also serves as a promotional tool.

OR

B) Explain two features of the following:

- a. Personal selling
- b. Advertising

Ans) B) a) Personal selling- Features

(i) Personal Form: In personal selling a direct face-to-face dialogue takes place that involves an interactive relationship between the seller and the buyer.

(ii) Development of Relationship: Personal selling allows a salesperson to develop personal relationships with the prospective customers, which may become important in making sales.

b) Advertising Features (any two)

(i) Paid Form: Advertising is a paid form of communication. That is, the sponsor has to bear the cost of communicating with the prospects.

(ii) Impersonality: There is no direct face-to-face contact between the prospect and the advertiser. It is therefore referred to as an impersonal method of promotion. Advertising creates a monologue and not a dialogue.

(iii) Identified Sponsor: Advertising is undertaken by some identified individual or company, who makes the advertising efforts and also bears the cost of it

26) A) Explain why planning is considered as

- a) pervasive
- b) futuristic function of management. 4

Ans) A)

a) Planning is pervasive: Planning is required at all levels of management as well as in all departments of the organisation. It is not an exclusive function of top management nor of any particular department. But the scope of planning differs at different levels and among different departments. For example, the top management undertakes planning for the organisation as a whole. Middle

management does the departmental planning. At the lowest level, day-to-day operational planning is done.

b) Planning is futuristic: Planning essentially involves looking ahead and preparing for the future. The purpose of planning is to meet future events effectively to the best advantage of an organisation. It implies peeping into the future, analysing it and predicting it. Through forecasting, future events and conditions are anticipated and plans are drawn accordingly.

OR

B) Explain the following as a type of plans :

a) strategy

b) procedure

Ans) B) a) Strategy

A strategy provides the broad contours of an organization's business. It will also refer to future decisions defining the organization's direction and scope in the long run. A strategy is a comprehensive plan for accomplishing an organization objective. This comprehensive plan will include three dimensions,

(i) determining long term objectives, (ii) adopting a particular course of action, and (iii) allocating resources necessary to achieve the objective. Whenever a strategy is formulated, the business environment needs to be taken into consideration.

b) Procedure

Procedures are routine steps on how to carry out activities. They detail the exact manner in which any work is to be performed. They are specified in a chronological order. Procedures are specified steps to be followed in particular circumstances. They are generally meant for insiders to follow.

27. The Marketing Research Manager of 'Trendy Textiles' has been assigned the task of analysing the influence of Generation Z on fashion trends. On studying the forces that affect business, he observed that increased awareness amongst Generation Z, with respect to, environmental protection, preference of individuality over trends, rejection of traditional norms in clothing, greater use of social media have increased the demand for sustainable and innovative styles in clothing, 'Do It Yourself' (DIY) products, promotion of products on various social media platforms by companies.

a) In context of the above case, identify and explain the feature of the business environment highlighted above.

b) Explain any two features of the business environment, apart from the one identified in part a) 4

Ans) a) The feature of the business environment highlighted is Inter relatedness. Different elements or parts of the business environment are closely inter- related. For example, increased life expectancy of people and increased awareness for health care have increased the demand for many health products and services like soft drinks, fat-free cooking oil, and health resorts. New health products and services have, in turn, changed people's lifestyles.

b) Any two other features :

(i) Totality of external forces:

Business environment is the sum total of all things external to business firms and, as such, is aggregative in nature.

(ii) Specific and general forces: Business environment includes both specific and general forces.

Specific forces (such as investors, customers, competitors and suppliers) affect individual enterprises directly and immediately in their day-to-day working.

General forces (such as social, political, legal and technological conditions) have an impact on all business enterprises and thus may affect an individual firm indirectly.

(iii) Relativity: Business environment is a relative concept since it differs from country to country and even region to region. Political conditions in the USA, for instance, differ from those in China or Pakistan. Similarly, demand for sarees may be fairly high in India whereas it may be almost non-existent in France.

(iv) Dynamic nature: Business environment is dynamic in that it keeps on changing whether in terms of technological improvement, shifts in consumer preferences or entry of new competition in the market.

(v) Uncertainty: Business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries.

(vi) Complexity: Since a business environment consists of numerous interrelated and dynamic conditions or forces which arise from different sources, it becomes difficult to comprehend at once what exactly constitutes a given environment. It is a complex phenomenon that is relatively easier to understand in parts but difficult to grasp in its totality.

28) 'A good control system helps the organisation in various ways'. State any four points to support the statement. 4

Ans) A good control system helps the organisation in the following ways:

(i) Accomplishing organisational goals: The controlling function measures progress towards the organisational goals and brings to light the deviations, if any, and indicates corrective action. It, thus, guides the organisation and keeps it on the right track so that organisational goals might be achieved.

(ii) Judging accuracy of standards: A good control system enables management to verify whether the standards set are accurate and objective. An efficient control system keeps a careful check on the changes taking place in the organisation and in the environment and helps to review and revise the standards in light of such changes.

(iii) Making efficient use of resources: By exercising control, a manager seeks to reduce wastage and spoilage of resources. Each activity is performed in accordance with predetermined standards and norms. This ensures that resources are used in the most effective and efficient manner.

(iv) Improving employee motivation: A good control system ensures that employees know well in advance what they are expected to do and what are the standards of performance on the basis of which they will be appraised. It, thus, motivates them and helps them to give better performance.

(v) Ensuring order and discipline: Controlling creates an atmosphere of order and discipline in the organisation. It helps to minimise dishonest behaviour on the part of the employees by keeping a close check on their activities.

(vi) Facilitating coordination in action: Controlling provides direction to all activities and efforts for achieving organisational goals. Each department and employee is governed by predetermined standards which are well coordinated with one another. This ensures that overall organisational objectives are accomplished.

29) The Factory Manager of Manik Steel Plant, Mussadi Lal was in dilemma over workers shirking work. It was becoming difficult for him to identify the workers who sometimes faked illness to skip work and on various other times, intentionally wasted time, which led to underutilisation of resources. The job of the workers was complex and intricate. He discussed the problem with one of his retired friends, Kantilal, who suggested him to appoint eight supervisors who would be specialists in their own fields and would be assigned work according to his/her qualities. Identify and explain the technique of scientific management discussed above. 4

Ans)

Functional Foremanship: Taylor advocates separation of planning and execution functions. This concept is extended to the lowest level of the shop floor.

Under the factory manager there is a planning incharge and a production incharge.

Under planning incharge four personnel namely instruction card clerk, route clerk, time and cost clerk and a disciplinarian work.

These four personnel would draft instructions for the workers, specify the route of production, prepare time and cost sheet and ensure discipline respectively.

Under Production incharge, personnel who work are speed boss, gang boss, repair boss, and inspector. These respectively are responsible for timely and accurate completion of jobs, keeping machines and tools etc., ready for operation by workers, ensure proper working condition of machines and tools and check the quality of work. Each worker has to take orders from these eight foremen.

30) PP Motors is a reputed automobile company known for manufacturing high performance four wheelers. The company plans to hire eight new engineers. Akhilesh Banerjee, the Human Resource

Manager has eliminated unfit job seekers based on the information supplied in the application forms, conducted various tests and interviews and verified the information of the applicants. Identify and explain the remaining steps that Mr Banerjee must undertake in order to ensure that the organisation gets the best among the available, from the pool of prospective job candidates. 4

Ans) The remaining steps in selection process are:

(i) Selection Decision: The final decision has to be made from among the candidates who pass the tests, interviews and reference checks. The views of the concerned manager will be generally considered in the final selection because it is he/she who is responsible for the performance of the new employee.

(ii) Medical Examination: After the selection decision and before the job offer is made, the candidate is required to undergo a medical fitness test. The job offer is given to the candidate being declared fit after the medical examination.

(iii) Job Offer: The next step in the selection process is job offer to those applicants who have passed all the previous hurdles. Job offer is made through a letter of appointment/confirm his acceptance. The appointee must be given reasonable time for reporting.

(iv) Contract of Employment: After the job offer has been made and the candidate accepts the offer, certain documents need to be executed by the employer and the candidate like the attestation form. This form contains certain vital details about the candidate, which are authenticated and attested by him or her. Attestation form will be a valid record for future reference. Basic information that should be included in a written contract of employment are: Job Title, Duties, Responsibilities, Date when continuous employment starts and the basis for calculating service, rates of pay, allowances, hours of work, leave rules, sickness, grievance procedure, disciplinary procedure, work rules, termination of employment.

31) Satya Prakash has been successfully running a dry fruit wholesale business in Rajasthan for the past five years. He makes sufficient investments in current assets in order to facilitate smooth day-to-day operations of the business. The company has recently sold dry fruits worth ₹ 50 lakhs to one of its corporate customers, 'Deshmukh Pure Grains' on a strict credit policy. Satya Prakash then immediately placed an additional order for replenishment of stock. However, he received the dry fruits from his supplier after a large time lag.

a) State the concept of Financial Management discussed above.

b) Briefly explain the factors highlighted above that will affect the requirement of the concept identified in part a). 6

Ans) a) The concept of Financial Management discussed is Working Capital Decision.

Working capital decisions are concerned with the decisions about the levels of cash, inventory and receivables. These decisions affect the day-to-day working of a business.

b) The factors that will affect the choice of Working capital are:

1. Credit Allowed: Different firms allow different credit terms to their customers. These depend upon the level of competition that a firm faces as well as the credit worthiness of their clientele. A liberal credit policy results in a higher amount of debtors, increasing the requirement of working capital.

2. Availability of Raw Material: If the raw materials and other required materials are available freely and continuously, lower stock levels may suffice. The time lag between the placement of order and the actual receipt of the materials (also called lead time) is also relevant. Larger the lead time, larger the quantity of material to be stored and larger shall be the amount of working capital required.

32) Mr Pankaj Kumar is working as the Human Resource Manager in Alankar Fabrics Limited heading a team of fifteen people in his department. He has played a key role in the success of his organization by maintaining good interpersonal relations with his subordinates and influencing their behaviour. The subordinates willingly cooperate with him and his working style to increase the output of the organisation.

a) Identify and explain the element involved in one of the functions of management discussed in the above case.

b) State any four features of the element identified in part a). 6

Ans) a) Leadership- Leadership is the process of influencing the behaviour of people by making them strive voluntarily towards achievement of organisational goals.

b) Any four features:

(i) Leadership indicates the ability of an individual to influence others.

(ii) Leadership tries to bring change in the behaviour of others.

(iii) Leadership indicates interpersonal relations between leaders and followers.

(iv) Leadership is exercised to achieve common goals of the organisation.

(v) Leadership is a continuous process.

33) Malini and Shalini recently completed their web designing course from a reputed University in Mumbai. Malini opened her own website development company 'Rapid Software Private Limited'. In order to ensure a smooth flow of communication and better control over the operations of her business, she divided the entire work of a company into four departments i.e web designing, accounting, research and development and customer service. All departments are required to report to a coordinating head. The company became successful in the market as all operations were carried out with a high degree of specialisation. Shalini joined a big group named Babylon.com, Inc. which offered a variety of services like Babylon Web Services, Babylon Prime, Babylon Retail. She was appointed as the head of Babylon Web Services division and was made responsible for the profit or loss of her service division. She was happy to take the responsibility as the division would function as an autonomous unit, thus enabling her to make faster decisions.

(a). Identify the types of the framework within which managerial and operating tasks are performed, in the organisations, of which, Malini and Shalini were a part of.

(b). Give any four differences between the frameworks identified above.

6

Ans) a) The types of framework highlighted are Functional Structure and Divisional Structure. a.

Distinction between Functional Structure and Divisional Structure:

Basis	Functional Structure	Divisional Structure
Formation	Formation is based on functions	Formation is based on product lines and is supported by functions.
Specialisation	Functional specialisation.	Product specialisation.
Responsibility	Difficult to fix on a department.	Easy to fix responsibility for performance.
Managerial Development	Difficult, as each functional manager has to report to the top management	Easier, autonomy as well as the chance to perform multiple functions helps in managerial development.
Cost	Functions are not duplicated hence economical.	Duplication of resources in various departments, hence costly.
Coordination	Difficult for a multi-product company.	Easy, because all functions related to a particular product are integrated in one department.

Q34) A) State any six reliefs available to a consumer under Consumer Protection Act, 2019.

OR

B) State the rights available under Consumer Protection Act, 2019 for the protection and promotion of interest of consumers.

6

Ans) A) Reliefs available to a consumer under Consumer Protection Act, 2019 (any six):

- (i) To remove the defect in goods or deficiency in service.
- (ii) To replace the defective product with a new one, free from any defect.
- (iii) To refund the price paid for the product, or the charges paid for the service.
- (iv) To pay a reasonable amount of compensation for any loss or injury suffered by the consumer due to the negligence of the opposite party.
- (v) To pay punitive damages in appropriate circumstances.
- (vi) To discontinue the unfair/ restrictive trade practice and not to repeat it in the future.
- (vii) Not to offer hazardous goods for sale.
- (viii) To withdraw the hazardous goods from sale.
- (ix) To cease manufacture of hazardous goods and to desist from offering hazardous services.
- (x) To pay any amount (not less than 5% of the value of the defective goods or deficient services provided), to be credited to the Consumer Welfare Fund or any other organisation/person, to be utilised in the prescribed manner.
- (xi) To issue corrective advertisement to neutralise the effect of a misleading advertisement.
- (xii) To pay adequate costs to the appropriate party.

B) State the rights available under Consumer Protection Act, 2019 for the protection and promotion of interest of consumers.

Ans) B) 1. **Right to Safety:** The consumer has a right to be protected against goods and services which are hazardous to life and health. For instance, electrical appliances which are manufactured with substandard products or do not conform to the safety norms might cause serious injury. Thus, consumers are educated that they should use electrical appliances which are ISI marked as this would be an assurance of such products meeting quality specifications.

2. **Right to be Informed:** The consumer has a right to have complete information about the product he intends to buy including its ingredients, date of manufacture, price, quantity, directions for use, etc.

3. **Right to Choose:** The consumer has the freedom to choose from a variety of products at competitive prices. This implies that the marketers should offer a wide variety of products in terms of quality, brand, prices, size, etc. and allow the consumer to make a choice from amongst these.

4. **Right to be Heard:** The consumer has a right to file a complaint and to be heard in case of dissatisfaction with a good or a service. It is because of this reason that many enlightened business firms have set up their own consumer service and grievance cells. Many consumer organisations are also working towards this direction and helping consumers in redressal of their grievances.

5. **Right to seek Redressal:** The consumer has a right to get relief in case the product or service falls short of his expectations. The Consumer Protection Act provides a number of reliefs to the consumers including replacement of the product, removal of defect in the product, compensation paid for any loss or injury suffered by the consumer, etc.

6. **Right to Consumer Education:** The consumer has a right to acquire knowledge and to be a well informed consumer throughout life. He should be aware about his rights and the reliefs available to him in case of a product or service.

*****ALL THE BEST*****