

BK BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS SENIOR SECONDARY CO-ED DAY CUM BOYS' RESIDENTIAL SCHOOL

PRE BOARD-III (2024-25)

BUSINESS STUDIES (054)



 Class
 : XII Commerce
 Duration: 3hrs.

 Date
 : 19 /01/2025
 Max. Marks: 80

 Name
 : _____
 Exam No.:

General Instructions:

Read the following instructions very carefully and strictly follow them:

- i. This question paper contains 34 questions. All questions are compulsory.
- ii. Marks are indicated against each question.
- iii. Answers should be brief and to the point.
- iv. Answers to the questions carrying 3 marks may be from 50 to 75 words.
- v. Answers to the questions carrying 4 marks may be in about 150 words.
- vi. Answers to the questions carrying 6 marks may be in about 200 words.
- vii. Attempt all parts of a question together.

	Questions no. 1 to 20 are Multiple Choice Questions (MCQs)		
1.	Joyti is one of the most successful managers of her company, Galaxy Ltd. She uses her creativity and	(1)	
1.	initiative in handling challenging situations at work. The knowledge gained by her during her school		
	days at a renowned management institute as well as through her observation and experience over the		
	years is applied by Joyti 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 knowledge updated. An		
	aspect of the nature of management is being highlighted in the above description. Identify the aspect.		
	(a) Management is an art (b) Management is a science		
	(c) Management is a profession (d) None of these		
2.	Assertion (A): The process by which a manager synchronises the activities of different departments is	(1)	
	known as coordination.		
	Reason(R): Coordination is the force that binds all the other functions of management.		
	Choose the correct option:		
	(a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.		
	(b) Both Assertion and Reason are true but Reason is not the correct explanation of Assertion.		
	(c) Assertion is true but Reason is false.		
	(d) Assertion is false but Reason is true.		
3.	Which of the following statements is not relevant to the concept of "Management as an inexact	(1)	
	science"?		
	(a) The principles of management lack universal validity.		
	(b) The principles of management lack universal applicability.		
	(c) The principles of management have to be modified according to the given situation.		
	(d) Management involves dealing with human behaviour and outcomes cannot be predicted with		
	utmost accuracy.		
		1	

4.	Which principle of scientific management is considered as an extension of principle of 'Harmony not (
	discord'?			
	(a) Science not rule of thumb.			
	(b) Equity.			
	(c) Cooperation not individualism.	o or har greatest afficiency and prognarity		
_	(d) Development of each and every person to hi		(1)	
5.	Match the various characteristics of Business environment given in Column I with the irrespective explanations in Column II:			
	Column I	Column II		
	A. Dynamic nature	(i)Environment is a phenomenon that is relatively		
		easier to understand in parts but difficult to grasp in		
		its totality.		
	B. Complexity	(ii)Business environment differs from country to		
		country and even region to region.		
	C. Relativity	(iii)Business environment keeps on changing,		
		whether in terms of technological improvement or		
	Character than a supplier for the fall and t	shifts in consumer preferences.		
	Choose the correct option from the following (a) A (iii), B (ii), C (i)	(b) A (ii), B (iii), C (i)		
	(a) A (iii), B (i), C (ii) (c) A (iii), B (i), C (ii)	(d) A (i), B (ii), C (iii) (d) A (i), B (ii), C (iii)		
			(1)	
6.				
	(i) Advertisement of alcoholic beverages is prohibited			
	(ii) Decrease in interest rate on loans			
	(iii) Increase in demand for organic food	S		
	(iv) Dig lockers for storing documents			
	(v) In 1993, the Supreme Court passed an order to close the iron foundries near the 'Taj			
	Mahal' at Agra.			
	(a) (i) and (iv) (b) (i) and (ii)			
7.	Arrange the following statements related to den	_	(1)	
	(A) Rs 500 and Rs1000 notes were withdrawing			
	(B) People start replacing old notes with the new(C) Demonetisation was announced on November			
	(D) Demonetisation helps in promoting digital p			
	Choose the correct sequence:	buyinents and creating less cash economy.		
	-	(c) C, A, B, D (d) C, D, A, B		
8.		ersible in nature as so much resources being utilized to	(1)	
0.	make them.	Ç		
	Reason(R): Making of plans involves huge cos	t.		
	Choose the correct option:			
	(a) Both Assertion and Reason are true and Rea	-		
	(b) Both Assertion and Reason are true but Rea	son is not the correct explanation of Assertion.		
	(c) Assertion is true but Reason is false.			
	(d) Assertion is false but Reason is true.			

9.				(1)
	like the basis on which admission are done in an e		(1) 75 1	
	(a) Rules (b) Strategies	(c) Policies	(d) Procedures	
10.	Assertion (A): Delegation helps a manager to ex	-	ns as without it, his activities	(1)
	would be restricted to only what he himself can d		4- 4 4-4 15	
	Reason (R): A manager, no matter how capable he is, cannot manage to do every task on his own. The volume of work makes it impractical for him to handle it all by himself.			
	Choose the correct option:	to nandle it an by illins	zii.	
	(a) Both Assertion and Reason are true and Reason	on is the correct explana	tion of Assertion	
	(b) Both Assertion and Reason are true but Reason is not the correct explanation of Assertion.			
	(c) Assertion is true but Reason is false.			
	(d) Assertion is false but Reason is true.			
11.	Statement I: Planning based on facts makes cont	trolling easer and effecti	ve.	(1)
	Statement II: Controlling improves future planning by providing information derived from past			
	experiences.			
	Choose the correct option from the following:			
	(a) Statement I is true and II is false	(b) Statement	II is true and I is false	
	(c) Both the statements are true	(d) Both the st	atements are false	
12.	Capital Structure indicates ratio between	·		(1)
	(a) Assets and Liabilities of the firm	` '	sets and Fixed Assets	
	(c) Debt and Equity in the total capital	(d) Profit and	Revenue of the firm	
13.	The concept which makes sure the availability of	=	-	(1)
	(a) Financial Planning (b) Capital Structure	(c) Working Capita		
14.	It is a market for short-term funds which deals i	n monetary assets whos	se period of maturity is up to	(1)
	one year. (a) Primary market (b) Secondary market	(a) Conital montrat	(d) Manay mankat	
	(a) Primary market (b) Secondary market		(d) Money market	(1)
15.	Identify the correct sequence of steps to be follow			(1)
	(a) Opening a trading account and Demat account order	i, Flacing an order, Sem	lement of order, Execution of	
	(b) Settlement of order, Opening a trading accour	nt and Demat account P	lacing an order Execution of	
	order	2 011.00 2 011.00 000 0011.00 1	inemg un ereer, zireewien er	
	(c) Opening a trading account and Demat accoun	t, Placing an order, Exec	cution of order, Settlement of	
	order	-		
	(d) Placing an order, Opening a trading account a	and Demat account, Exec	cution of order, Settlement of	
	order			
16.	'Beauty Products Ltd.'s a natural and ethical	beauty brand famous	for offering organic beauty	(1)
	products for men and women. The company use	ed plant based materials	for its product and is No. 1	
	beauty brand in the country. It not only satisfies is	ts customers but also be	lieves in overall protection of	
	the planet. Identify the marketing management ph		-	
	(a) Production Concept (b) Marketing Concept	(c) Selling Concept	(d) Societal Concept	

17.	Mehak 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. (a) Advertising (b) Sales promotion (c) Personal selling (d) Public relation	(1)
18.	Within 2 years of its inception, Bhavishya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mixing described in the given lines. (a) Advertising (b) Personal selling (c) Public relation (d) Sales promotion	(1)
19.	Identify the level of packaging depicted in the given picture: (a) Primary package (b) Secondary packaging (c) Transportation packaging (d) None of these	(1)
20.	is the standardized mark on Gold Jewellery. (a) ISI (b) FPO FPO	(1)
	(c) BIS Hallmark (d) Agmark मानकः पथप्रदर्शकः	
21.	 (A)State any three functions performed by Middle Level Managers. OR (B) Management is a complex activity that has three main dimensions. Explain these dimensions. 	(3)
22.	Resolutions Pvt. Ltd. is a publishing company. Its book on Business Studies for class XII is in great demand. As a result, the employees in the marketing department are always racing against time as they have to work overtime and on holidays as well to cater to the demand. The work stress has led to dissatisfaction among the employees of the marketing department. (i) Name and explain the step of staffing process which has not been performed properly. (ii) Also, explain the immediate next step in the process of staffing.	(3)

23.	(A) A reputed hostel, Gyan Pradhan provides medical aid and free education to children of its employees. Which incentive is being highlighted here? State its category and State any two more incentives of the same category. OR	(3)
	(B) Aswin is working as a supervisor at Navaratna oil Factory. The factory is producing 2500 Liters of refine oil every day. His job was to make sure that the work goes on smoothly and there was no interruption in production. He was such a leader who gives orders only after consulting with his subordinates and work out the policies with the acceptance of the group. Identify and describe the leadership style being adopted by Aswin.	
24.	Distinguish between Primary market and Secondary market on any three bases.	(3)
25.	Identify and give the meaning of the concepts highlighted in the following statements: (i) The trainee is put under the guidance of an expert to acquire higher level of skill.	(4)
	(ii) An assessment of the number and types of human resources necessary for the performance of various jobs.	
	(iii) Introducing the selected employees to other employees and familiarising them with the rules and policies of the organisation.	
	(iv) It ensures that the organisation gets the best employees amongst the employees available.	
26.	Explain any four personal barriers of effective communication.	(4)
27.	Discuss first four steps in the process of controlling.	(4)
28.	(A) Explain briefly any four factors that affecting the <i>Working Capital</i> requirement of a company.	(4)
	OR	
	(B) Explain briefly any four factors that affecting the <i>Dividend Decision</i> requirements of a company.	
29.	X Ltd.' issued 14% Debentures of Rs 4,00,000 and 10,000 Equity shares of Rs 60 each. This	(4)
29.	investment resulted in a net profit of Rs 2,00,000 before interest and tax. The tax rate was 50%.	(4)
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31.	(A)Explain the following <i>techniques of Scientific Management</i> as given by F.W. Taylor: (i) Functional foremanship	(6)
	(ii) Differential piece wage system	
	(iii) Fatigue study	
	OR	
	(B) Explain the following principles of management given by Henry Fayol:	
	(i) Unity of command	
	(ii) Scalar chain	
22	(iii) Initiative (A) It involves setting objectives and developing appropriate course of action from amongst the	(6)
32.		(6)
	different alternative courses of action to achieve these objectives.'	
	(i) Identify the function of management referred above.	
	(ii) Briefly explain any five features of the function of management identified in (a) above.	
	OR	
	(B) Explain the process of planning.	
33.	'Diligent developers', a website design company in Bangalore is a start-up initiative of Mr. Maniraj which aims at achieving a profit margin of 10% in its first year. Mr. Maniraj appointed Mr. Advait as the Digital marketing Head, Mr. Kiyansh as the head of Backend department and Mr. Nirved headed the Graphics Designing Department. Since each head was specialised in specific skills, it resulted in	(6)
	increased efficiency and better coordination. However, problems arose when Mr. Advait started considering group objectives superior to organisational objectives and stopped exchanging information with Mr. Kiyansh and Mr. Nirved. The company had to bear the brunt of lack of coordination and was unable to achieve its objectives.	
	(i) Identify and explain the organisational structure adopted by the company.	
	(ii) Explain two benefits and two limitations of the identified structure highlighted in the above case.	
34.	Radhika was a student of Business Studies of Class XII. Her father was a farmer who grew different	(6)
	varieties of rice and was well-versed in the various aspects of rice cultivation. He was also selected by	
	the government for a pilot-project on rice cultivation. As a project work in Business Studies, she	
	decided to study the feasibility of marketing good quality rice at a reasonable price. Her father	
	suggested her to use the intent to gather customer's views and opinions. She found that there was a	
	huge demand for packaged organic rice. She knew that there were no predetermined specifications in	
	case of rice because of which it was difficult to achieve uniformity in the output. To differentiate the	
	product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into	
	three different varieties, namely —Popular, Classic and Supreme, based on the quality. She felt that	
	these names would help her in product differentiation.	
	Explain the three functions of marketing with reference to the above paragraph.	

ALL THE BEST