



B K BIRLA CENTRE
FOR EDUCATION
(Sarla Birla Group of Schools)

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**

Date : **19 /01/2025**

Name : _____

Duration: **3hrs.**

Max. Marks: **80**

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 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	(1)
2.	Assertion (A): The process by which a manager synchronises the activities of different departments is known as coordination. Reason(R): Coordination is the force that binds all the other functions of management. <i>Choose the correct option:</i> (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.	(1)
3.	Which of the following statements is not relevant to the concept of “Management as an inexact 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)

9.	What are general forms of standing plans that specify the organisations response to a certain situation like the basis on which admission are done in an educational institution? (a) Rules (b) Strategies (c) Policies (d) Procedures	(1)
10.	Assertion (A): Delegation helps a manager to extend his area of operations as without it, his activities would be restricted to only what he himself can do. 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. <u>Choose the correct option:</u> (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.	(1)
11.	Statement I: Planning based on facts makes controlling easier and effective. Statement II: Controlling improves future planning by providing information derived from past experiences. <u>Choose the correct option from the following:</u> (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 statements are false	(1)
12.	Capital Structure indicates ratio between _____. (a) Assets and Liabilities of the firm (b) Current Assets and Fixed Assets (c) Debt and Equity in the total capital (d) Profit and Revenue of the firm	(1)
13.	The concept which makes sure the availability of right amount of finance at the right time is called: (a) Financial Planning (b) Capital Structure (c) Working Capital (d) Fixed Capital	(1)
14.	It is a market for short-term funds which deals in monetary assets whose period of maturity is up to one year. (a) Primary market (b) Secondary market (c) Capital market (d) Money market	(1)
15.	Identify the correct sequence of steps to be followed in the trading procedure at Stock Exchange. (a) Opening a trading account and Demat account, Placing an order, Settlement of order, Execution of order (b) Settlement of order, Opening a trading account and Demat account, Placing an order, Execution of order (c) Opening a trading account and Demat account, Placing an order, Execution of order, Settlement of order (d) Placing an order, Opening a trading account and Demat account, Execution of order, Settlement of order	(1)
16.	‘Beauty Products Ltd.’s a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company used plant based materials for its product and is No. 1 beauty brand in the country. It not only satisfies its customers but also believes in overall protection of the planet. Identify the marketing management philosophy being followed by ‘Beauty Products Ltd’. (a) Production Concept (b) Marketing Concept (c) Selling Concept (d) Societal Concept	(1)

23.	<p>(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.</p> <p style="text-align: center;">OR</p> <p>(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.</p>	(3)
24.	Distinguish between Primary market and Secondary market on any three bases.	(3)
25.	<p>Identify and give the meaning of the concepts highlighted in the following statements :</p> <p>(i) The trainee is put under the guidance of an expert to acquire higher level of skill.</p> <p>(ii) An assessment of the number and types of human resources necessary for the performance of various jobs.</p> <p>(iii) Introducing the selected employees to other employees and familiarising them with the rules and policies of the organisation.</p> <p>(iv) It ensures that the organisation gets the best employees amongst the employees available.</p>	(4)
26.	Explain any four personal barriers of effective communication.	(4)
27.	Discuss first four steps in the process of controlling.	(4)
28.	<p>(A) Explain briefly any four factors that affecting the <i>Working Capital</i> requirement of a company.</p> <p style="text-align: center;">OR</p> <p>(B) Explain briefly any four factors that affecting the <i>Dividend Decision</i> requirements of a company.</p>	(4)
29.	<p>X Ltd.' issued 14% Debentures of Rs 4,00,000 and 10,000 Equity shares of Rs 60 each. This investment resulted in a net profit of Rs 2,00,000 before interest and tax. The tax rate was 50%.</p> <p>(i) Calculate the 'Return on Investment' and 'Earning per Share' of 'X Ltd.'</p> <p>(ii) State with reason whether the above example is that of favourable or unfavourable financial leverage.</p>	(4)
30.	<p>(A) Mr. Akshay, a 20 year old college student purchased a book online from XYZ Pvt. Ltd and when it was delivered, he noticed that there was no MRP mentioned on it. He browsed the internet and found that the book was sold at different prices in different places. He filed a case in District forum against the publisher. The court held in favour of Akshay and awarded a compensation of Rs10,000.</p> <p>(i) Identify and explain the consumer right violated in the above case.</p> <p>(ii) Name and explain the right exercised by Mr. Akshay.</p> <p style="text-align: center;">OR</p> <p>(B) Explain the redressal mechanism available to consumers under the Consumer Protection Act, 2019.</p>	(4)

31.	<p>(A) Explain the following <i>techniques of Scientific Management</i> as given by F.W. Taylor:</p> <p>(i) Functional foremanship (ii) Differential piece wage system (iii) Fatigue study</p> <p style="text-align: center;">OR</p> <p>(B) Explain the following <i>principles of management</i> given by Henry Fayol:</p> <p>(i) Unity of command (ii) Scalar chain (iii) Initiative</p>	(6)
32.	<p>(A) 'It involves setting objectives and developing appropriate course of action from amongst the different alternative courses of action to achieve these objectives.'</p> <p>(i) Identify the function of management referred above. (ii) Briefly explain any five features of the function of management identified in (a) above.</p> <p style="text-align: center;">OR</p> <p>(B) Explain the process of planning.</p>	(6)
33.	<p>'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 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.</p> <p>(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.</p>	(6)
34.	<p>Radhika was a student of Business Studies of Class XII. Her father was a farmer who grew different 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.</p> <ul style="list-style-type: none"> • Explain the three functions of marketing with reference to the above paragraph. 	(6)

ALL THE BEST
