



INDIAN SCHOOL SOHAR
PRE BOARDEXAM
BUSINESS STUDIES

Class: XII
Date:13.01.15

Total no of pages.4
Max Marks: 80
Time: 3 hours

Instructions

1. Answers to questions carrying 1 mark may be from one word to one sentence
 2. Answers to questions carrying 3 marks may be from 50 to 75 words
 3. Answers to questions carrying 4 marks may be about 150 words
 4. Answers to questions carrying 6 marks may be about 200 words
 5. Attempt all parts of a question together.
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1. What is Procedure? **1**
2. “Identifying and dividing the work is the first step in the process of one of the functions of management” **1**
3. Give one limitation of external sources of recruitment. **1**
4. Why is it said that “controlling is looking back” **1**
5. Name of the financial decision which will help a business man in opening a new branch of his business. **1**
6. Define net working capital. **1**
7. If a customer is not satisfied with the district forum judgment, where he can appeal and when? **1**
8. “100 gram of bottle of sauce free with 1Kg detergent” which sales promotion technique is involved here? **1**
9. Distinguish between the contributions of F.W.Taylor and Fayol. **3**
10. Amit and Mikki are working in the same organization but in different departments. One day at lunch time, Mikki informed Amit that due to computerization, many people are going to be retrenched soon from the organization. Name which type of communication is this. State any two limitations of this type of communication.**3**

11. Whenever I watch advertisement on T.V along with my family, I enjoy a lot but at times some advertisements put me in an embarrassing position. Lots of scenes in the advertisements are objectionable. Advertising is an impersonal form of communication which is paid for by the marketers to promote some goods or services. The most common modes of advertising are Newspapers, magazines, television, radio and internet. Though advertising is one of the most frequently used medium of promotion of goods and services, it attracts lot of criticism. State the values which are affected adversely through advertising. **3**
12. Name the process which helps in determining the objectives policies, procedure, programmers' and budgets to deal with the financial activities of an enterprise. Explain any 3 points of importance **3**
13. Distinguish between formal and informal organization on the basis of
a) Meaning b) authority c) flow of communication **3**
14. Explain the following terms: a) Time study b) motion study **4**
15. XYZ Power Ltd setup a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the cost and the risks. The demand of lanterns was increasing day by day, so the Co decided to increase production to generate higher sales. For this they decided to employ people from the nearby villages as very few new opportunities were available in that area. The Co also decided to open school and crèches for the children of its employees.
i) Identify the above objectives of management discussed
ii) State any two values which the company wanted to communicate to the society. **4**
16. Explain the following factors affecting capital structure
a) cash flow position b) stock market conditions c) debt service coverage ratio d) Return On Investment (ROI) **4**

17. Zenith Ltd is a highly reputed company and many people wanted to join this company. The employees of this organization are very happy and they discussed how they came in contact with this organization. Aman said that he was introduced by the preset sales manager, Mr. John. Benu said that he had applied through the newspaper and he was appointed as HR manager. Vaibhav said that he was neither related to any of the employee of the organization nor there was any advertisement in the newspaper even then he was directly called from IIMA Ahmadabad from where he was about to complete his MBA.
- a) The above discussion is indicating an important function of management. Name the function of management. The management function identified in part (a) follows a particular process. Explain the step of this process which is being discussed in the above para. **4**

18. Explain any four limitations of planning? **4**

19. Nisha a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.
- i) Identify the marketing management Philosophy adopted by Nisha
- ii) Explain the philosophy on the basis of a) Main focus b) Means & Ends **4**

20. The court passed an order to ban polythene bags as
- i) These bags are creating many environmental problems which affect the life of people in general
- ii) Society in general is more concerned about the quality of life
- The government decided to give subsidy to jute industry to promote this business. Innovative techniques are being developed to manufacture jute bags at low rates. Incomes are rising and people can afford to buy these bags.
- Identify the different dimensions of business environment by quoting the lines from the above para. **5**

21. The marketing manager of an organization has been asked to achieve target sales of 100 generators per day. He delegates the task to 10 sales managers working under him. Two of them could not achieve their respective targets. Is the marketing manager is responsible? Briefly explain the relevant principles in support of your answer. **5**

22. Explain the various modern techniques of managerial control?**5**

23. Directing is the heart of the management process' Do you agree? Give any five reasons in support of your answer.

(OR)

There are some barriers in communication which are concerned with organizational structure and rules and regulation. Explain the barriers.**6**

24. "SEBI is the regulatory authority of the securities market" Do you agree? Explain in brief in support of your answer.

(OR)

Distinguish between primary market and secondary market?**6**

25. "I saw an advertisement in the newspaper regarding a domestic iron and order for the purchase of the same to the shopkeeper". What will be your responsibilities as a customer so that I should not be exploited by the shopkeeper? State the responsibilities.

(OR)

Explain in brief rights of consumer provided under the Consumer Protection Act, 1986?**6**