



INDIAN SCHOOL SOHAR
UNIT TEST
BUSINESS STUDIES

Date: - 14. 5. 2015

STD: - XII

Marks: - 50

Time: - 2hrs

General Instructions:-

- (i) Answers to questions carrying 1 mark may be from one word to one sentence.
- (ii) Answers to questions carrying 3 marks may be from 50 – 75 words.
- (iii) Answers to questions carrying 4 – 5 marks may be about 150 words.
- (iv) Answers to questions carrying 6 marks may be about 200 words.
- (v) Attempt all parts of a question together.

1. Name the concept which increases the return on equity shares with a change in the capital structure of a company. 1
2. How is the wealth of shareholders computed? 1
3. Zoom Udyog, a car manufacturer, has started its business with Zoom 800 and slowly launched Zoom 1000 and offered various services like after sales service, availability of spare parts etc. Identify the element of marketing mix referred here. 1
4. How is the industrial product different from consumer products? 1
5. Akhil, a consumer purchased medicines without noticing the date of expiry. He also did not obtain the cash memo. Do you think he will be able to protect himself by the loss caused due to the expired medicines? Give reasons for your answer. 3
6. “Financial planning is a financial blue print of an organisation’s future operations.” Explain the twin objectives of financial planning in the light of this statement. 3
7. “It is necessary that goods and services must be made available to the customers at their right place, in right quantity and at the right time.” 4
 - a. Name and explain the concerned element of marketing mix.
 - b. Explain the components of this element.
8. Explain the following rights of the consumer. 4
 - a. Right to be informed
 - b. Right to consumer education
 - c. Right to be heard
 - d. Right to redressal
9. You are the financial manager of a company. The directors have asked you to determine the amount of fixed capital requirements of the company. Explain four factors that you will consider while determining the fixed capital requirement for the company. 4

10. Explain the role of the consumer organisations and the NGOs in protecting and promoting consumers' interests. 5
11. "Advertisement misleads the consumer and increases the cost of the product." Give reasons in support of the statement. 5
12. "Bending the customer according to the product" and "Developing the product according to the customer's needs" are two important concepts of marketing management. Identify the concept and differentiate between the two. 6
13. "Determination of the price of a product is influenced by many factors." Explain the factors that have an influence on price of a product. 6
14. Tata International Pvt Ltd earned a net profit of 50 crore. Ankit , the finance manager of Tata International Pvt. Ltd. Wants to decide how to appropriate these profits. Identify the decision Ankit will have to take and also discuss any five factors which will help him in taking this decision. 6