



INDIAN SCHOOL SOHAR
UNIT TEST
BUSINESS STUDIES

Date: - 16. 5. 2017**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. Ram is the manager of the northern division of a large corporate house. At what level of management does he work in the organisation? What is his main task? 1
2. Good Living Ltd. manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips are packed in a card board box. 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale. State the purpose of packaging the tablets in a corrugated box. 1
3. Even after opening up of the Indian economy in 1991, foreign companies found it extremely difficult to cut through the bureaucratic red tape to get permits for doing business in India, which discouraged them from investing in our country. Identify the dimension of business environment mentioned here. 1
4. Name the technique of Taylor which is the strongest motivator for workers to reach standard performance. 1
5. Soniya Ltd was engaged in the business of manufacturing auto components. Lately its business is expanding due to the increased demand for cars. The competition has also increased. In order to keep its market share intact the company directed its work force to work over time. But this created many problems. Due to increased pressure of work the efficiency of workers declined. Sometimes, the subordinates had to work for more than one superior. The workers were becoming indiscipline. The spirit of team work, which had characterised the company previously, began to wane. Identify any three principles(given by Henri Fayol) which were being violated, quoting the lines from the above case 3
6. You are a toothpaste manufacturer and you have introduced a new brand of toothpaste in the market. How will you determine the price of this product? Explain by giving any three points. 3
7. Namita and Aslam completed their MBA and started working in an multinational company at the same level. Both are hardworking and are happy with their employer. Aslam had the habit of backbiting and wrong reporting about his colleagues to impress his boss. All the employees in the organisation knew about it. At the time of performance appraisal the performance of Namita was judged better than Aslam. Even then their boss Saleem Khan decided to promote Aslam stating that being a female Namita will not be able to handle the complications of a higher post. 4

1. Identify and explain the principle of management which was not followed by the multinational company.
2. Identify the values which are being ignored quoting lines from the above para.
8. “Coordination is not a separate function of management. It is the essence of management.” In the light of this statement explain the nature of coordination 4
9. Mr. Ajay after completing MBA from USA comes to India to start a new business under the banner E Com Creation Ltd. He launches a new product in e – learning for Senior Secondary School in commerce stream, which already has an established market in UK and USA but not in India. His business starts flourishing in India. Now more Indian companies entered into the market with the other subjects also. 4
Identify and quote the lines from the above para which highlight the significance of understanding business environment.
10. Radhika found a worm crawling out of a newly opened packet of juice manufactured by a reputed company Rasna Ltd. She went back to the shopkeeper from whom the packet was purchased who directed her to call up customer care centre. When all her efforts fell free she went to a consumer activist group to seek advice. The group decided to help Radha and impose restrictions on the sale of the firm’s product of the same batch. It urged the consumers to refrain from buying products of the company. Rasna Ltd. lost its image in the market. The CEO gave responsibility of bringing back the lost image of the company to the manager. 5
A. Identify the concept of marketing management which will help the manager to get the firm out of the above crisis.
B. Also explain the role of the above identified concept.
11. Taylor’s principles and Fayol’s principles are mutually complementary. Give five points of difference between the two principles. 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. The Indian corporate sector has come face to face with several challenges due to government policy changes in business and industry. Explain any six such challenges 6
14. H Tech Ltd is a company producing IT services. The company’s profits are enough for the survival and growth. The management believes that a satisfied employee creates a satisfied customer, who in turn creates profits that lead to satisfied shareholders. So it pays competitive salaries and perks to all its employees. All employees are happy working in the organisation because of personal growth and development. The company has a strong sense of social responsibility. It has setup an engineering college in which one third of students are girls to whom the company gives 50% scholarship. Is the management of H Tech Ltd. fulfilling its objectives? Justify your answer by giving reasons 6