



Date: 14.05.2019
STD: XII

Max Marks: 50
Time: - 2hrs

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 trading on equity? **1**
 2. G limited is a large multinational company and operates in many countries of the world. The company is in the business of insurance, healthcare and computer education, security etc. What is being marketed by the company? **1**
 3. The government wants to raise Rs.56,500 crore from the sale of stakes in State-owned enterprises National Thermal power corporation in the financial year 2019-20. Identify and explain the related concept. **1**
 4. Which marketing function is concerned with informing the customers about the product? **1**
 5. The organic food market in India is growing at 25% to 30% which reflects a clear shift in consumer tastes and preferences. The current growth in the organic food market is driver by multiplicity of factors like rising health consciousness, Changing life styles, increase in disposable income and growing availability of organic food products in shopping malls and retail outlets and online. By quoting phrases from the paragraph – Identify the various components of general forces which have led to a growth in the organic food market. **3**
 6. What is meant by financial planning? State its objectives. **3**
 7. “Indian companies have benefited in many ways because of liberalization policy of the government” Explain. **3**
 8. Distinguish between advertising and publicity. **3**
 9. Ranger India Limited is an automobile manufacturing in India .It makes 1.5 million family cars every year. That is one car every 12 seconds. It has a sales network of company approved retailers that spreads across 600 cities.
In the context of above case:
(a) Identify the type of channel of distribution adopted by the company.
(b) State the market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution. **4**
 10. Explain the following factors affecting capital structure (a) Risk considerations (b) Rate of return (c) Flotation cost (d) Tax rate **4**

11. Suraj is a small business man involved in the manufacturing of hair wax. He finds that cost of production of 100 gram of hair was is Rs.250.He has decided to keep a margin of 15% as profit. Moreover, he has assessed that there is a free competition in this product segment. From the above paragraph

(a) Identify the marketing function being performed by Suraj.

(b) State briefly the three factors that he is taking into consideration while performing the function as identified in part (a). **4**

12. Briefly explain any five impacts of government policy changes in business and industry. **5**

13. Manish is engaged in the business of garment manufacturing. Generally he sells his garments in Chennai. Identify the working capital requirements of Manish giving reasons in support of your answer. Further Manish wants to expand and diversity his garments business. Explain any four factors that will affect his fixed capital requirements. **5**

14. Identify and explain the promotional tool of marketing mix which plays a persuasive, service and informative role and thereby links a business firm to its customers. Also explain by giving any five reasons how this tool helps in increasing the sales of business firms? **6**

15. Radhia 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. She 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 internet to gather customer's views and opinions. She found that there was a huge demand for packaged organic rice. She know 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 'Tanjore 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.

(a) Identify and explain three functions of marketing discussed in the above paragraph.

(b) Also explain any other three functions of marketing. **6**

Radika found a worm crawling out of newly opened tetra pack of a juice manufactured by a reputed company Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a customer activist group to seek help. The group decided to help Radika and make measures to impose restrictions on the sale of the firm's products of the particular batch and urge customers to refrain from buying the products of the company. Zest Ltd lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a manager.

(a) Identify the concept of marketing management which will help the manager getting the firm out of the above crisis

The production manager of Jaishree chemicals limited. Mr. Chandresh Goyal, has fixed several standards for his department. The standards are related to quantity, method of working, quality cost and time. For example, he has fixed the standard that a worker shall follow a particular method of working to produce ten units daily. This is a standard related to quantity and method of working. One of the employees of production department Mr. Sarvesh wants to give his performance better than others. He hopes that instead of ten units he produce fourteen units in a day, but to achieve this objectives, he will have to follow a separate method of working. He speaks his desire to his supervisor. The supervisor refuses him to do so by saying that the working should be done accordance with pre-fixed standards. Answer the following questions on the basis of paragraph given below:

(a) Which concept of scientific management has been implemented here by the production manager and explain the concept

(b) Which to limitations of planning have been mentioned here? Identify them

(c) Which two values are being violated here?

(b) Also explain the role of above identified concept by stating any three points.

Mr. Shyam's late father used to buy sell shares, on a large scale. After his death, several share certificates were recovered from his bank locker. When all the shares certificates were in his possession then he faced the problem of selling them, because now all share transactions were in electronic form instead of paper form. His friend informed him that for doing transaction in shares he will have to open an account with depository. Name the account which is opened to do transaction in shares and also write the various steps involved to open the account.