



INDIAN SCHOOL SOHAR  
UNIT TEST 1 (2023 – 2024)  
BUSINESS STUDIES (054) [SET1]

STD: - XII

DATE: - 21/05/ 2023

MAX MARKS: - 20

TIME: 45 Min

**General Instructions: -**

- (i) All questions are compulsory.
- (ii) There is no overall choice in the question paper. However, an internal choice has been provided in **one** question of **3** marks and **one** question of **6** marks.

1. Identify the point of significance of management illustrated in the picture. [1]



- A. Management helps in achieving group goals.
  - B. Management helps in achieving personal objectives.
  - C. Management helps in the development of society.
  - D. Management increases efficiency
2. Read the following statements and choose the correct alternative from those given below. [1]

Statement-I: Transportation helps in creating time utility and warehousing helps in creating place utility.

Statement-II: The process of classification of products into different groups on the basis of their important characteristics is known as standardization.

Alternative:

- A. Statement I is correct and II is wrong.
  - B. Statement II is correct, and I is wrong.
  - C. Both the statements are correct.
  - D. Both the statements are incorrect
3. Arnav has recently started a business selling computers. He hired a shop in Nehru Place in New Delhi, [1]  
where he assembles various components to make computers and supplies them as per order. He performs a series of composite but separate functions simultaneously and ensures that computers are

delivered in time as per orders. These functions are always performed by all managers. The feature of management highlighted above is:

- A. Management is a continuous process
- B. Management is pervasive.
- C. Management is dynamic.
- D. Management is a group activity.

4. Match the following tools of promotion with their explanation and choose the correct option. [1]

Column I	Column II
a. It is undertaken by some identified person /company who makes efforts and bears the cost of it	1. Personal selling
b. It plays an important role at the awareness stage and develops product preferences with the aim of making sale.	2. Sales Promotion
c. It helps in managing public opinion and company's relation with the public on regular basis.	3. Advertising
d. It uses tools specifically designed to promote to customers, middlemen and to salespersons.	4. Public Relations

Options:

- A. a. (3), b. (1), c. (4), d. (2)
- B. a. (1), b. (3), c. (4), d. (2)
- C. a. (2), b. (3), c. (4), d. (1)
- D. a. (2), b. (4), c. (1), d. (3)

5. Ashutosh Goenka was working in 'Axe Ltd.,' a company manufacturing air purifier. He found that the profits have started declining in the last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reasons for this decline. [3]

- A. Identify the level of management at which Ashutosh Goenka was working.
- B. State three other functions being performed by Ashutosh Goenka.

**OR**

Real Alliance Ltd. is a well-known cement company in India. It can earn adequate revenues to cover costs. Its capital base, number of employees and production turnover have increased manifold over the years. The rate of profitability of the business is also creditable. The employees of the company are happy and satisfied with their remuneration, working conditions, promotion policy etc. As a part of its moral obligation, the company has taken many initiatives for providing employment to especially abled persons and promoting literacy in the villages adopted by it. In the context of the above case, identify and explain the various types of objectives of management being fulfilled by Real Alliance Ltd by quoting lines from the paragraph.

6. Timeline watch manufacturing company is a renowned company marketing watch. It performs various activities like market analysis, product designing or merchandising, packaging, warehousing, branding, [3]

pricing, promotion and selling. The company maintains good customer relations through various follow-up activities. This helps the company in procuring repeat sales orders.

- A. Name the concept related to the activities mentioned in the above paragraph.
- B. Explain any two features of the concept identified above.

7. Choco Ltd. offers a wide variety of chocolate products. It has an action program of not selling its products by their generic name but under different names like Choco-silk bar, Choco-Munchy and Choco-crunchy etc. for different customer segments. All these names have great popularity and acceptability in the markets. As the company policy the products were offered at reasonable and affordable prices for targeting a mass customer base. During the festive season, the company launched a massive promotional campaign to increase its revenue and achieve its communication objectives. The company introduced free gifts for the customers. Their on-ground sales team delivers the products not only to the department stores but also to small shops, so that all segments of customers can easily get the products. They also provide information and support services to customers to ensure repeat sales. From the viewpoint of the management function, briefly explain any four activities of marketing which the firm will be involved in, apart from the above-mentioned ones it is already performing [4]
8. Saagar Ltd. believes in coordination among departments and activities. The company relies heavily on professional coordination. For this the company takes steps throughout the year. Coordination is kept in mind by all the managers regardless of the level they are working at. Throughout the year the various activities are synchronized without failure. Every department ensures that within it every employee and operation is guided by the theme of proper coordination. Whenever an employee takes an action he consults others, whenever needed, thus properly contributing to his team. The process of coordination is just not limited to the employees. Even at the departmental level the various departments use this binding force to create perfect harmony among them so that the organisational goals can be fulfilled. All the coordination that occurs in the organisation is a result of proper training and premeditated attempts by the company to get the best results possible. The above case represents all the characteristics of coordination. Identify the lines which represent them and name the characteristics. [6]

OR

Shyam bought a pain-relieving ointment after seeing it being displayed in the chemist's shop. The ointment tube was packed in a cardboard box. Identify the different levels of packaging of the pain-relieving medicine when it was purchased by Shyam. Also state the functions of packaging.



**INDIAN SCHOOL SOHAR**  
**UNIT TEST 1 (2023 – 2024)**  
**BUSINESS STUDIES (054) [SET2]**

**STD: - XII**  
**DATE: - 21/05/ 2023**

**MAX MARKS: - 20**  
**TIME: 45 Min**

**General Instructions: -**

1. All questions are compulsory.
2. There is no overall choice in the question paper. However, an internal choice has been provided in 1 question of 3 marks, and one questions of 6 marks.

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1. The package of KRM Rawa Idli Mix describes the procedure of cooking idlis in three easy steps. It also specifies its ingredients, instructions for storage and serving. The function performed by the label in the above case is: [1]
    - A. Describing the product and specifying its contents.
    - B. Identification of the product or brand.
    - C. Helping in promotion of products.
    - D. Providing information required by law.
  2. Read the following statements and choose the correct alternative from those given below: [1]

**ASSERTION (A):** Management is concerned with efficient use of resources.

**REASONING (R):** For management both efficiency and effectiveness need to be balanced.

**Alternatives:**

    - A. Both A and R are true, and R is the correct explanation of A.
    - B. Both A and R are true, and R is not the correct explanation of A.
    - C. A is true, but R is false.
    - D. A is false, but R is true.
  3. One of the following is considered to be an extension of the marketing concept, which apart from customer satisfaction pays attention to ethical and ecological aspects of marketing. Identify the concept. [1]
    - A. Selling concept
    - B. Product concept
    - C. Production concept
    - D. Societal Marketing concept
  4. State, giving reason, whether the following statement is true or false: [1]

“Advertising refers to short term incentives which are designed to encourage the buyers to make immediate purchase of a product.”
  5. Captcha Ltd. is a construction company in which all the employees learn various ways of dealing with diverse situations from their seniors. The company provides financial as well as non-financial incentives. This helps the employees to grow and develop their abilities. The organisation behaves as a responsible constituent of society and always creates good quality products. It has a positive image in the market. [3]

The training modules are excellent, and the employees always try to find unique ways of providing solutions in the context of a rapidly changing business environment. This has helped the organisation to adjust smoothly.

A. Identify and state three points of importance of management being highlighted here.

**OR**

Rishitosh Mukherjee has recently joined AMV Ltd, a company manufacturing refrigerator. He found that his department was under-staffed and other departments were not cooperating with his department for the smooth functioning of the organisation. Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved.

A. Identify the level at which Rishitosh Mukherjee was working.

B. State three more functions to be performed by Rishitosh.

6. Arnav had a garments business specialising in jackets for all seasons. Though the jackets were available at an affordable price, the business was not doing well. Aman, his eldest son, suggested that they should undertake aggressive selling and promotional efforts to make customers buy the products. He believed that customers buy only when they are adequately convinced and motivated for the same. Aditya, his second son, believed that availability, low price, and aggressive selling techniques cannot ensure increased sales. He felt that customers looked for products which were superior in quality and did not mind paying a high price for them. So, he decided to manufacture good quality jackets at a separate production unit. He also opened a separate outlet on the first floor of the showroom for the same. Identify and explain the marketing philosophies guiding the efforts of Arnav, Aman, and Aditya. [3]
7. Hema is one of the most successful managers of her company, 'Kobe Ltd.' She uses her creativity and initiative in handling challenging situations at work. The knowledge gained by her during her student days at a renowned management institute as well as through her observation and experience over the years is applied by Hema 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 her knowledge updated. [4]
- A. Identify the aspect of the nature of management being highlighted in the above description.
- B. Explain any three features of the aspect identified above.
8. Nischay, after completing his masters in computer engineering decided to start his own business. He visited his uncle Mr. Jaiprakash who has been running a successful business in web design. He shared with Nischay that the main reason for his success in the business lies in his approach of building a lifetime relation with his clients. Therefore, his business is not only restricted to designing web sites according to the specifications of the clients but also providing continuous online assistance to them and handling their grievances effectively and doing all this at a profit. He provides these services at competitive prices. Anybody interested in getting the web solutions can contact him through his website. Moreover, [6]

whenever the market is sluggish, he tries to create demand by offering short-term incentives to the buyers. In the context of above case,

- A. Define the term 'marketing management.
- B. Briefly explain the various elements of the marketing mix being pursued by Mr. Jaiprakash.

**OR**

'Pushpanjali Ltd.,' manufactures chocolates, biscuits, cakes, and other similar products. The company is not generating enough profits. Saurabh, the Marketing manager of the company, got a survey conducted to find out the reasons. The finding of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of 'Pushpanjali Ltd' because of its goods quality, but they were not able to identify its products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh the Marketing manager now realised that 'Pushpanjali Ltd.' had forgotten to take one of the most important decisions related to the product.

- A. What decision should 'Pushpanajali Ltd.' take so that its customers are able to identify its products in the market?
- B. Explain the benefits that may result to 'Pushpanjali Ltd.' and its customers if the above decision is taken.