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RAMACRISNA MADEVA SALGAOCAR HIGHER SECONDARY SCHOOL  
MARGAO-GOA

Preliminary Exam December 2024

STD: XII

Duration: 3 Hours

Date: 18 /12/24

Sub: Business Studies

Marks: 80

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INSTRUCTIONS:-

1. Answer all question
2. Question paper contains 40 questions
3. Question no.1 to 20, which includes multiple choice and very short answer type question for 1mark each
4. Question from 21 to 26 are of 2 marks each and to be answered in 30 words.
5. Question from 27 to 34 are of 3 marks each and to be answered in 60 words.
6. Question from 35 to 40 are of 4 marks each and to be answered in 100 words.
7. There is no overall choice however, internal choice is provided in question no 28, 33 , 34 and 40 .

1. 'Management cannot be seen but its presence can be felt.' Which characteristics of management is highlighted in the given statement

- Group activity
- Dynamic function
- Intangible force
- Continuous process

2. " The principles of management are meant to be used by all types and sizes of organisation."

- Flexible
- General guidelines
- Universally applicable
- Mainly behavioural

3. Which of the following specialist work under planning incharge as per the functional foremanship technique.

- Disciplinarian
- Repair boss
- Gang boss
- Speed boss

4. Introduction of mobile phones have adversely affected the business of watches and cameras. Which dimensions of business environment is related with the given case?

- Political Environment
- Social Environment
- Technological Environment
- Legal Environment

5. Which of the following highlights the importance of planning.?

- Planning does not guarantee success
- Planning leads to rigidity
- Planning reduces the risk of uncertainty
- Planning reduces creativity

6. Name the sources of recruitment which is run by the govt and is useful for recruiting unskilled and semi skilled jobs?

- Employment exchange
- Placement agencies
- Direct recruitment
- Web publishing

7. The function of management which compares the standard performance with actual performance.

- Organising
- Staffing
- Directing
- Controlling

8. A decision to acquire a new and modern plant to upgrade an old one is known as .....

- Financing decision
- Investment decision
- Working capital decision
- Dividend decision

9. Producers require to provide information like ingredients, date of manufacture, price, quantity, direction for use etc. on all the product offered for sale. Which right is being highlighted in the above statement.

- Right to safety
- Right to be assured
- Right to be informed
- Right to consumer education

10. Which tool of promotion mix involves direct face to face conversation with prospective customers?

- Sales promotion
- Personal selling
- Advertisement
- Public relation

11. Which denomination notes were demonetized in India in the year 2016?

12. Name the step in the organising process which leads to specialisation.

13. A subordinate is obliged to perform the task assigned by his /her superior. Name the element of delegation in the given statement

14. What is the meaning of the term ' Placement' in the process of staffing?

15. Mohan ,a Chief Manager in a company using highly sophisticated machines and equipments, wants that every employee should be fully trained before using the machines and equipments. Identify and suggest the best method of training that Mohan can use for training of the employees.

16. Ramesh is looking for a job where he can earn at least Rs,25000/- a month to make his living.

Identify the need level highlighted above according to Maslows need hierarchy theory.

17. Which style of leadership does not believe in use of power unless it is absolutely essential?

18. The process of instructing, guiding, counselling, motivating, and leading people in the organisation to achieve its objectives.Name the Management Function

19. What is meant by capital structure?

20. 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. Name the marketing concept.

21. Mr. Suraj the owner of " Raj Dairy "produces milk products. He implemented the best and most economical way of production to maximise the quality and consumer satisfaction.

Identify and explain the technique of scientific management used by Mr. Suraj.

22. State any four points that highlights the importance of Decentralisation of Authority.

23. Mention any four specialised activities and duties which the human resource personnel must perform.

24. Explain any two measures to remove the barriers of effective communication

25. Mention any four sales promotional technique that a company utilises to promotes its goods or services.

26. Nikunj purchased a diesel car for Rs. 7 lakh from an automobile company and found its engine defective . Despite many complaints, the defect was not rectified:

a ) Which redressal agency can he appeal for redressal of her grievance?

b )Name the other two redressal agencies established under the Consumer Protection Act, 2019 to settle consumer grievancies

27. Ashutosh Goenkar was working in AXE Ltd. a company manufacturing air purifiers. He found that the profits had started declining from the last six month. Profit has an application for the survival of the firm, so he analysed the business environment to find out the reasons for this decline.

- a) Identify the level of management at which Ashutosh Goenkar was working.
- b) State four other function being performed by Ashutosh Goenkar.

28. Explain the following Henri Fayols principles of General Management

- a ) Principle of Order
- b ) Principle of Equity
- c ) Principle of Unity of command

OR

Explain the following Taylor's principles of Scientific Management.

- a ) Science not Rule of Thumb
- b ) Harmony, Not Discord
- c ) Cooperation, Not Individualism

29. Explain the following types of test in selection process:

- a ) Aptitude Test
- b ) Personality Test
- c ) Trade Test

30. In Saarthak Steel , several initiatives have been taken to further improve the motivation levels of employees through designing jobs that include greater variety of work content, providing certain stability about future income and work , providing fringe benefits like housing, medical aid etc.

Identify and explain the various incentives being given by the organisation to the employees.

31. State six characteristics of good brand name.

32. " Packaging has acquired great significance in the marketing of goods." In the light of this statement, explain the importance of packaging. ( Three points).

33. Explain the objections raised against advertising. ( Three points)

OR

Explain the factors to be considered while fixing the price of a product. ( Three points)

34. Explain the importance of consumer protection from consumer point of view.(Three points)

OR

Explain the importance of consumer protection from business point of view.(Three points)

35. Explain any four characteristics of coordination.

36. Explain any four points of importance of business environment

37. Identify and explain the types of plans from the following cases:

a) Sujata Ltd. Promotes people on the basis of seniority of positions

b ) Mr. Abdul, Financial manager of ABC Ltd. Has prepared the annual statement of proposed expenditure to be presented in the Annual General Meeting.

c )Adwin Ltd. Started offering discount on its product to compete with offer of free gift by the rival company.

d )Sai medical lab has set a target of 20% growth in sales volume for the next financial Year.

38. Identify and explain the kind of Organisational structure followed in Sunshine Industries Ltd. In the case given below:

a) The workers in the organisation are not allowed to interact beyond their officially defined roles.

b) It manufactures stationery items and cosmetics products with two separate lines of production.

39. Describe first four steps involved in the process of controlling.

40. Explain four factors which should be considered while determining the requirement of fixed capital.

OR

Explain four factors which should be considered while determining the requirement of Working capital.

\*\*\*\*\*ALL THE BEST\*\*\*\*\*