

VVMS

RAMACRISNA MADEVA SALGAONCAR HIGHER SECONDARY SCHOOL

MARGAO GOA

FIRST TERMINAL EXAMINATION OCTOBER 2024

STD: XII VOCATIONAL

MARKS :60

DATE:21/10/2024

SUB: GENERAL FOUNDATION COURSE

TIME: 2 $\frac{1}{2}$ hrs

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**Instructions:**

1. Question paper consists of four sections---A, B, C and D.
  2. Section A consists of nine questions of one mark each.
  3. Section B consists of twelve questions of two marks to be answered in 20 – 30 words each.
  4. Section C consists of five questions of three marks to be answered in 50 – 60 words each.
  5. Section D consists of three questions of four marks to be answered in 80 – 100 words each.
  6. Write the number of question clearly on the answer book.
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**SECTION A**

Fill in the blanks with the most appropriate alternatives from those given below.

1. The degree to which the product actually conforms to the design specification is ----- 1
  - a) Quality control
  - b) Quality Assurance
  - c) Market Research
  - d) Market survey
2. The process of dividing the market into distinct group of buyers with homogeneous preferences, attitudes or behaviours ----- 1
  - a) Marketing Mix
  - b) Market Segmentation
  - c) Service Marketing
  - d) Market Research

3. An electronic payment method to transfer money from one bank account to another bank account is ----- 1
  - a) Automated teller machine
  - b) Electronic fund transfer
  - c) Home banking
  - d) Credit card
4. The pollution of water by fine particulate, terrestrial caustic material with a particle size dominated by silt or clay is ----- 1
  - a) Drought
  - b) Siltation
  - c) Desertification
  - d) Deforestation
5. The practice of planning and maintaining forested areas for the benefit of sustainability of future generations is ----- 1
  - a) Social forestry
  - b) Forest reservation
  - c) Forest conservation
  - d) Extension forestry

**Answer the following in one word or one sentence**

6. Discontent or feeling of being victimised at work, arising from management style or lack of sensitivity on the part of supervisors or employers. 1
7. The type of internet service that allows industries and organisations to make their website accessible to world wide web. 1
8. Write the full form of CRM. 1
9. Write the meaning of the term Credit card. 1

**SECTION B**

**Answer the following in about 20 to 30 words**

10. Explain the following concepts 2
  - I. Break even analysis
  - II. Cash management
11. Explain the two concepts of working capital. *benefits & quality control* 2
12. State any four objectives of production planning and control. 2
13. Write any four objectives of good plant layout. 2
14. Explain the following terms 2
  - I. Trade Discount
  - II. Anticipation Discount
15. Explain any two techniques of Human resource development. 2
16. Explain the following 2
  - I. Manpower planning
  - II. Manpower Handling
17. Explain the following terms. 2
  - I. Domain name
  - II. Website
18. Explain any two forms of E-Banking. 2
19. State any four ways to conserve forest. 2
20. State any four benefits of social forestry. 2
21. Explain any two causes of soil erosion. 2

### SECTION C

Answer the following in about 50 to 60 words.

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|---|---|
| 22. Explain any three points of importance of project report. | 3 |
| 23. State and explain any three essentials of planning.       | 3 |
| 24. Explain any three types of purchasing.                    | 3 |
| 25. Mention any six consumer rights.                          | 3 |
| 26. State any six advantages of ATM.                          | 3 |

### SECTION D

Answer the following in about 80 to 100 words.

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|---|---|
| 27. Explain any four factors to be considered in organising the infrastructure of small business enterprises. | 4 |
| 28. Explain any four marketing problems faced by small scale industries.                                      | 4 |
| 29. Explain any four measures to reduce deforestation.  | 4 |

**OR**

Explain any four causes of Landslides.

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