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FIRST TERMINAL EXAMINATION-2015-2016

Class-XII

Subject-Business Studies

Time Allowed : 3 Hrs.

M.M. : 90

Please check the total marks

Do not write any answers on the question paper.

Instructions :

1. All questions are compulsory.
2. Attempt all parts of a question together.
3. Marks are allotted against each question.

- ① ✓ 1. Mr. Akhil is a production manager of XYZ ltd. In the year 2014, he has been given a target of achieving 50,000 units with 50 labourers. However, he achieved 50,000 units by employing 55 labourers. Do you think he is an efficient manager? *No. efficient.* (1)
- ① ✓ 2. As per the studies of KFC, Indians are mostly vegetarian, so it has planned to introduce vegetarian rice meals in its menu. Identify the dimension of business environment which is responsible for this step of KFC. *Dynamic* (1)
- ① ✓ 3. In case of inflation, does an enterprise need more or less working capital? (1)
- ① ✓ 4. These are general rules for behaviour of individuals in society formed through common practice. What are these? *Pr of M.* (1)
- ① ✓ 5. Amar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided and launched the same refrigerator in the market. Identify the philosophy used by Amar. *Match.* (1)
- ① ✓ 6. How does marketing management create time, place & possession utility? (1)
- ① ✓ 7. To publish a magazine under the title 'upbhokta jagran' is the example of a consumer right. Which is that right? *consumer education.* (1)
- ① ✓ 8. What do you mean by production cycle? (1)
Coordinate Principles of Taylor & Fayol are mutually complementary. One believed that *imitation* management should not close its ears to constructive suggestions made by the

Persuasive

Dr

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employees, while the other suggested that a good company should have an employee suggestion system where by suggestions which result in substantial cost reduction should be rewarded. Identify and explain the principles of Taylor and Fayol referred in the question. (3)

10. ✓

Rapid Tours Ltd. is a travel agency which books rail tickets on commission basis. It takes two days for the Rapid Tours to get the tickets from railway reservation counter & deliver the tickets to the consumers. In the last one year, there has been drastic decrease in its business as most of the consumers have shifted to Satya Tour & Travels (another travel agency) which provides the tickets within half an hour through the use of internet.

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(i) ✓ Which component of business environment is being overlooked by Rapid Tours Ltd? Explain.

(ii) ✓ Which characteristic of management is being violated by Rapid Tours Ltd?

(iii) ✓ Explain any one characteristic of management other than one mentioned above. (3)

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11. ✓

"In the contemporary society, people have become health conscious. Therefore, they prefer to buy products which are properly packed so that there is no adulteration of the products." Name the aspect of packaging which is highlighted by this statement and explain any two more points of this aspect. (3)

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12. ✓

Interest of various stakeholders like owners, shareholders, creditors, tax authorities, customers, society etc cannot be sacrificed for one individual or a small group of individuals, who want to exert pressure on the company. Explain the principle of management referred. (3)

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13.

Which process prepares a blue print of an organisation's future preparations relating to finance? Give any two reasons why this process is needed? (3)

0

14.

Differentiate between primary & secondary market on any three basis. (3)

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15. ✓

Management is the dynamic, life giving element in every business. Identify the aspect involved in this statement and explain any three points of this aspect. (4)

16. ✓

Under one of the legislations of the Parliament enacted in 1986, every consumer has a right to be protected against goods and services which are hazardous to life and health. Trust Ltd. manufactures & sells substandard electrical appliances as these appliances did not conform to safety norms and a mark assuring quality specification was missing. Cases were noticed where these substandard appliances

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Marketing Concept

I identification.

had caused serious injury to many consumers. Instead Trust Ltd. should have made decisions related to standards to be used for shape or design of the product, packing etc.

- (a) Which consumer right has been referred above.
- (b) Which mark the consumer should see before buying any electrical appliances to ensure safety.
- (c) Identify & explain the function of marketing highlighted above.
- (d) Name the value which you find disturbing in the above paragraph. (4)

17. Financial management is concerned with three broad decisions. One of which involves how much of the company's after tax profit is to be distributed among shareholders & how much of it should be retained in the business. For facilitating savings from households/savers to the business firms/investors, a particular market is required where the price of any financial asset is determined by the interaction between households (supplier of funds) & the business firms (who demands the funds)

- (a) Identify the financial decision involved in the above description. *Dividend*
- (b) What is the main objective of the decision identified.
- (c) Name & explain the market which facilitate savings from households to the business firms.
- (d) Name the value being emphasised in the financial decision identified above. (4)

18. The Indian corporate sector has come face- to - face with several challenges due to government policy changes in business & industry. Explain any four such changes.

L.P.G.

(4)

19. There are various methods of floatation of new shares in the Primary market. Explain any four. *offer through pros, sale*

(4)

20. The government encouraged foreign companies to invest in some sectors of retailing.

The argument is:

- (a) Customers can purchase the products of these companies as their incomes are rising.
- (b) It will increase innovations which will provide new ways of producing goods.

social, political, economic

② ① This will ultimately improve the quality of life

Explain the term business environment and also identify & explain the four different dimensions quoting the lines from the above description. (5)

② ✓ 21. Both Taylor & Fayol have contributed immensely to the knowledge of management but their contribution differ on certain aspects. Differentiate between them on any five basis. (5)

⑤ ✓ 22. Explain the various remedies available to consumers for redressing their grievances under The Consumer Protection Act, 1986. (5)

① 23. How do the shareholders gain with debt component in the capital structure? Explain with an example. (5)

④ ✓ 24. In a classroom debate Anand argued that management is an art whereas Neha argued that management is a science. Being the moderator how will you conclude the debate? (6)

⑧ ✓ 25. Hariom is a famous chain selling a variety of products in the Indian market. Their products include chips, biscuits, sweets & squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides it offers regular discounts to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in right quantity & at the right time. It regularly uses different communication tools to increase its sales. (6)

The above para describes the combination of variables used by Hariom to prepare its market offering. Identify & explain the variables. (6)

③ ✓ 26. It is an institution or body of individuals constituted for the purpose of assisting, regulating or controlling the business of buying & selling or dealing in securities Identify it & explain its functions (6)

⑥ ✓ 27. Gurpreet read in the newspaper that there is a special offer on the purchase of LCD TV. He went to Vikram electronics, after reaching the shop he got confused. (6)

① ✓ (a) Name the promotional tool which has brought him to the shop and promotional tool required now. *sales person, person sells*

✓ (b) Explain any four qualities of a good salesman. (6)