

BUSINESS STUDIES (054)
MID TERM EXAMINATION
CLASS XII
SESSION:2024-25

Name:- Abhinav Chauhan

Roll No. 20

Weightage:

80 marks.

Time Duration:

3 Hours

General Instructions-

- All questions are compulsory.
- Section A- Question number 1 to 20 are one-mark objective type questions.
- Section B- Question number 21 to 24 are three-mark questions. These are very short answer type questions. The answer to these questions should not exceed 60 words.
- Section C- Question number 25-30 are four-mark questions. These are short answer type questions. The answer to these questions should not exceed 150 words.
- Section D- Question number 31-34 are six-mark each.

SECTION A (1X20)

1. Harshit is planning to start up a venture for offering mobile pet care services at doorstep. He has decided to charge 1000 for heated hydrobath & blow dry of a pet and 500 for shampoo and conditioning. Identify the element of the marketing mix which is not being described in the above case. (1)

- (a) Product (b) Place (c) Price (d) None of the above

2. Jay is working as a marketing manager in a company. Has been given the task of selling 100000 units of a product at the cost of ₹100 per unit within 20 days. He was able to sell all the units within the stipulated time, but had to sell the last 1000 units at a 20% discount in order to complete the target. In such a situation, he will be considered to be (1)

- (a) An efficient manager (b) An effective manager
(c) Both effective and efficient manager (d) None of the above

3. Guneet went to a shop and expressed her desire to buy a copper water bottle only from a Prestige company. Identify the component related to branding being described in the above case. (1)

- (a) Trademark (b) Generic name (c) Brand name (d) Brand mark

4. According to the United Nations Environmental Agency, the world produces around 300 million tons of plastic each year, half of which constitutes single-use items. Ford is recycling over one billion plastic bottles every year to develop elements of the car's interior, reducing the amount of plastic ending up in a landfill. The American car maker has revealed that their Romanian-built EcoSport SUVs' carpets are made using 470 recycled single-use plastic bottles. The process for making Ford EcoSport carpets involves shredding bottles and their caps into tiny flakes and then heating them to 260° C. Identify the related dimension of the business environment. (1)

- (a) Economic dimension (b) Social dimension
(c) Technological dimension (d) Political dimension

5. Agile Limited has launched a new range of air conditioners in order to add value to the usability of the product. The new range of air conditioners have an inbuilt air purifier and are available in attractive colours. Identify the type of marketing philosophy being described in the above lines. (1)

- (a) Product concept (b) Production concept
(c) Marketing concept (d) Societal marketing concept

6. Identify the correct sequence of steps to be followed in an organising process. (1)

- (a) Departmentalisation, Establishing reporting relationships, Assignment of duties, Identification and division of work
 (b) Identification and division of work, Departmentalisation, Assignment of duties, Establishing reporting relationships
(c) Identification and division of work, Assignment of duties, Departmentalisation, Establishing reporting relationships
(d) Identification and division of work, Establishing reporting relationships, Departmentalisation, Assignment of duties

7. In order to boost and double India's export of goods and services to over USD 1,000 billion by 2025, it is important to lower effective corporate tax rate, bring down cost of capital and simplify regulatory and tax framework. Identify the related dimension of the business environment. (1)

- (a) Social dimension and Legal dimension
(b) Technological dimension and Political dimension
(c) Political dimension and Social dimension
 (d) Economic dimension and Legal dimension

8. Micromax was India's largest seller of mobile handsets. It launched low-cost Chinese manufacturing with some smart packaging and features like long-lasting batteries and dual-sim functionality to garner 20% market share in India's value-conscious mobile handset market. Identify the two types of plans being described in the above lines. (1)

- (a) Strategy and objective (b) Rule and Programme
(c) Programme and objective (d) Method and objective

9. Which of the following statements is not true with reference to planning? (1)

- (a) Planning is a prerequisite for controlling.
- (b) Planning does not lead to rigidity.
- (c) Planning enables a manager to look ahead and anticipate changes.
- (d) Planning facilitates coordination among departments and individuals in the organisation.

10. Ram, the production manager of X Limited wants to increase the speed of packaging in order to identify, eliminate unnecessary and unproductive movement of the workers in packaging. He installed a CCTV camera in the factory, which was a technique of scientific management adopted by Ram. (1)

- (a) Time Study
- (b) Method Study
- (c) Motion Study
- (d) Fatigue Study

11. This function of management relating to laying down the foundation for carrying out the other functions of management successfully is (1)

- (a) Organising
- (b) Staffing
- (c) Planning
- (d) Controlling

12. A strategy is a comprehensive plan which will not include this dimension (1)

- (a) Determining long term objectives
- (b) Adopting a particular course of action
- (c) The ends which the management seeks to achieve by its operations
- (d) Allocating resources necessary to achieve the objective

13. The growing awareness about healthcare has led to an increase in the demand for healthcare products and services in the country. Identify the feature of the business environment being described in the above case. (1)

- (a) Dynamic nature
- (b) Uncertainty
- (c) Relativity
- (d) Interrelatedness

14. It is not always true that just because a plan has worked before it will work again. Identify the related limitation of planning. (1)

- (a) Planning leads to rigidity.
- (b) Planning reduces creativity.
- (c) Planning may not work in a dynamic environment.
- (d) Planning does not guarantee success.

15. The objective of method studies to (1)
- (a) Find out one best way tool of doing job (b) minimise the cost of production
(c) the quality and satisfaction of the customer (d) All of the above.

16. Rishabh has joined as a Creative Head in an entertainment company. He always ensures that the work has been divided into small and manageable activities and also the activities of similar nature are grouped together. Identify the related step in organising the process being mentioned in the above lines. (1)

- (a) Identification and division of work (b) Departmentalisation
(c) Assignment of duties (d) Establishing reporting relationships

17. Uranus Limited is a company dealing in metal products. The work is mainly divided into functions including production, purchase, marketing, accounts and personnel. Identify the type of organisational structure followed by the organisation. (1)

- (a) Functional structure (b) Relational structure
(c) Divisional structure (d) None of the above

18. Coordination is considered to be the essence of management because (1)

- (a) It is a common thread that runs through all the activities within the organisation
(b) It is implicit and inherent in all functions of the organisation
(c) It is a force that binds all the functions of management
(d) All of the above

19. Increased life expectancy of people and increased awareness of healthcare have increased the demand for many health products and services like soft drinks, fat cooking, oil and health resorts. New health products and services have changed people's lifestyles. (1)

Identify the characteristics of the business environment which is highlighted above.

- (a) Inter Related (b) Dynamic Nature (c) Uncertainty (d) Relativity

20. The principle will give rise to the spirit of mutual trust and belongingness among team members, which principle of management stated by Fayol is highlighted in the statement? (1)

- (a) Initiative (b) Esprit De Corps (c) Equity (d) Remuneration of employees

SECTION-B (3X5=15)

21. Himalaya Limited is engaged in manufacturing of washing machines. The target of the organisation is to manufacture 500 washing machines a day. There is an occasional specialisation in the organisation which promotes efficiency of employees. There is no duplication of efforts in such a type of organisation structure. Identify the type of organisation structure described above and also discuss its advantages. (3)

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22. To make the annual function of the school successful, the principal divided all the activities into task groups, each dealing with a specific area like rehearsal, decorations, stage, management, refreshment, etc. Each group was placed under the overall supervision of a senior teacher. Identify the function of management performed by the principal in doing so and discuss its process. (3)

23. ABC electronics Limited was operating its business in Malaysia. The company started exporting its product to India when the Prime Minister announced relaxation in import duties on electronic items, the company appointed retailers in India who had direct online links with the suppliers to replenish stocks when needed. Explain the dimensions of the business environment discussed in the above case. (3)

24. Coordination is not a separate function of management. It is the essence of management. Explain with the help of suitable examples. (3)

SECTION -C (4X6=24)

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25. An important task in the marketing of goods related to designing the label as it provides useful and detailed information about the product in the light of the above statement. Draw a label of a packet of juice and highlight the important information to be provided on it. (4)

26. Management is the process of working with and through others to effectively achieve organisational objectives by efficiently using limited resources in the changing environment in the light of the above statement. Explain any four features of management. (4)

27. Saketh after completing his entrepreneurship course from the USA returned to India and started a coffee shop CCD in a famous mall in Mumbai. The specialty of the coffee shop was the special aroma of coffee and the wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Saketh was keen to find out the reason. He appointed Rhea, an MBA from a reputed management institute as a manager to find out the causes of business not doing well. Rhea took feedback from the clients and ran around, found out that though they love the special unique aroma of the coffee, but were not happy with the long waiting time being taken to process the order, they analysed the and found out that there were many unnecessary obstructions which could be eliminated. She fixed the standard time for processing orders. She also realised that there were many flavours whose demand was not enough so she also decided to discontinue the sale of such flavours. As a result, within a short period Rhea was able to attract the customers. Identify two techniques of scientific management used by Rhea to solve the problem. (4)

28. A company was marketing juicers which were very popular due to their quality and after sale services provided to the customers. The company was a leading company in the market and earning huge profit. Because of the huge profit, the company ignored after-sale service. As a result, its relations with the customers got spoiled and the image of the company in the public was damaged. Top management became concerned when the profits of the current quarter fell steeply. On analysis it was revealed that ignoring the after sale service was the reason. Therefore, the company took all possible measures to protect and promote its favourable image. As a result, the goodwill of the company improved in the society.

(i) Name and state the communication tool used by the marketer in the above case to improve the image. (4)

(ii) Also explain the role of the tool as identified in part (i).

29. It is decided in advance what to do and how to do it. It is one of the basic managerial functions. It requires that before doing something the manager must form an idea of how to work on a particular task. This function is closely connected with creativity and innovation, it seeks to bridge the gap between where we are, and where we want to reach, as is performed at all the levels of management. In spite of this, the function of management referred above has a number of limitations. Explain any three such limitations. (4)

30. As per directions issued by Supreme Court, common passed in order to ban the sale of tobacco products within the area of 200 m of all educational institutions as

(i) Its consumption is injurious to health.

(ii) People are becoming more conscious about health and fitness

It is indicating the government's attitude towards business. Identify the business environment under four different directions. Quoting the line from the above para. (4)

SECTION -D (6X4=24)

31. 'My car Limited decided' to set up its new car manufacturing factory in the backward area of West Bengal. Very very few opportunities were available to people of that area. Welcome to this effort by 'Mr car limited'. The company also decided to provide facilities like School Hospital market, etc in the factory premises, so that people are attracted to join the factory as workers. 'My car limited' started earning a huge profit. Another competing company asked its production manager, Arvind, to investigate the reasons for earning huge huge profit by 'My car limited.' Arvind found that in both the companies there was systematic coordination among the various activities to achieve the organisation goals. Every employee knew what was responsible and accountable to whom the only difference was that in the organisation communication took place only through scholar chain, whereas my car limited was allowing flow of communication in all directions as well as quick feedback. (6)

(i) Identify the type of organisation which permit the flow of communication in all the direction in 'My car limited'. *Informal*

(ii) Also state an advantage of the type of organisation identified in part one state.

(iii) Any two values with my car limited wants to communicate to the society

32. Aap ka Vidyalaya believes in holistic development of students and encourage team building through a mix of curricular co-curricular and sports activities on its founders day as stage performance had to be put up a committee of 10 was constituted to plan different aspects of the function they all decided to use recycled paper for decoration. There was a spirit of unity and harmony and all members supported each other with mutual trust and belongingness. The program was systematically planned and executed by Kartik. One realises that unknowingly the group had applied one of the principles of management while planning and executing the program, he was so inspired by the success of function that he asked his father to apply the same Principle in his business. His father replied that he had already used this Principle. (6)

- (i) Identify the principle of management applied for the success of the program.
- (ii) State any two features of management highlighted in the above paragraph.
- (iii) Identify the two values, which Aap ka Vidyalaya communicated to the society.

33. L'Oreal has devoted itself solely to one business that is beauty. They have lots of products like consumer products, professional products, luxury products, etc. A brand that covers every side of beauty skincare make up nail, colour, hair care, etc.

(i) How does a brand help in identifying different categories and range of products?

(ii) Which value of a company is highlighted in this case.

(6)

34. Megha Limited was manufacturing water eaters in the first year of its operation. The revenue earned by the company was just sufficient to meet its cost to increase the revenue. The company analyses the reason for less revenues. After analysis, the company decided

(i) to reduce the labour cost by shifting the manufacturing unit to a backward area.

Labour is available at a very low rate.

(ii) To start manufacturing solar water heaters and reduce the production of electric water heaters slowly.

This will not only help in covering the risk but also helps in meeting other objectives to identify, explain the objectives of management discussed and state any two values which the company wanted to communicate to the society.

(6)