

XII BUSINESS STUDIES ONE MARKER TEST-2

1. Management is always denoted by 'We' and not by 'I' because.
a. it is a process b. it is continuous c. it is a group activity d. it is intangible
2. Management works with the following objectives
a. Objective of profit maximisation b. Objective of sales maximisation
c. Objective of becoming market leader d. Multiple objective
3. Taylor focused his attention on
a. shop level b. top level c. middle level d. administrative level
4. Change in taxes is part of
a. Economic Environment b. Political Environment
c. Legal Environment d. Social Environment
5. Standardised way in which a task has to be performed is called
a. policy b. procedure c. strategy d. method
6. Span of management refers to
a. area of responsibilities of a manager b. manager's accountability
c. number of subordinates who can be effectively controlled by one manager d. None of the above
7. Name the concept related to searching for prospective candidates.
8. Which of the following is the most serious problem that might arise due to excessive reliance on internal recruitment?
a. High Labour turnover b. Lack of motivation
c. Reduced job performance d. Internal resistance
9. Name the communication barrier in which a message is understood differently due to different state of mind of sender and receiver.
10. Full utilisation of potential and capacity of employees can be seen in
a. autocratic leadership b. democratic leadership
c. free rein leadership d. paternalistic leadership

11. Management by exception and critical point control techniques of controlling
- a. wastes energy and efforts of managers b. saves energy and efforts of managers
c. does not affect energy and efforts of managers d. All of the above
12. What is the other name of long-term investment decision?
- a. Capital Budgeting b. Gross working capital c. Financial management d. Working Capital
13. Capital Structure indicates ratio between
- a. assets and liabilities of the firm b. current assets and fixed assets
c. debt and equity in the total capital d. profit and revenue of the firm
14. If a firm has liberal credit policy, it will require _____ working capital.
- a. more b. less c. moderate d. none of the above
15. The safest instrument of money market is
- a. call money b. commercial paper c. treasury bill d. commercial bill
16. The concept which focuses on customer satisfaction is called
- a. production concept b. product concept c. selling concept d. marketing concept
17. The product concept focuses on
- a. quantity of a product produced b. quality and performance of a product produced
c. place where the product is produced d. company which produced the product
18. Link with customers is an advantage of this tool of promotion.
- a. advertisement b. personal selling c. public relations d. sales promotion
19. Informing consumer about the contents of the product, its usage etc. is part of
- a. right to Safety b. right to Information
c. right to Consumer Education d. right to be Heard
20. The right to be heard provides compensation to consumers. **(True/False)**

