

XII BUSINESS STUDIES ONE MARKER TEST-3

1. A good manager focuses on
 - a. prosperity of management
 - b. prosperity of employees
 - c. prosperity of both management and employees
 - d. None of the above
2. Liaison with the outside world is the function of
 - a. top level
 - b. supervisory level
 - c. middle level
 - d. all of the above
3. The technique in which task of supervision is divided into several specialised functions and each function is entrusted to a specialist foreman is
 - a. standardisation
 - b. differential piece wage system
 - c. simplification
 - d. functional foremanship
4. Demonetisation had direct impact on
 - a. social environment
 - b. political environment
 - c. economic environment
 - d. none of the above
5. Organisations own customised way of handling problems or taking decisions. This is called
 - a. strategy
 - b. policy
 - c. budget
 - d. rule
6. If manager is overburdened, then he must use following concept.
 - a. Delegation
 - b. Decentralisation
 - c. Span of management
 - d. None of the above
7. Bhagwati Enterprise is a company engaged in the marketing of air-conditioners of a famous brand. The company has a functional structure with four main functions — Purchase, Sales, Finance and Staffing. As the demand for the product grew, the company decided to recruit more employees.

Identify the concept which will help the Human Resource Manager to find out the number and type of personnel available so that he could decide and recruit the required number of persons for each department.
8. Internal recruitment has the potentiality to increase the _____ of the employee.
 - a. conflict
 - b. misunderstanding
 - c. income
 - d. morale
9. Motivators can be
 - a. positive
 - b. negative
 - c. positive as well as negative
 - d. none of the above
10. Which of the following is not an element of leadership?
 - a. It is the process of influence
 - b. The influence is always for common goal
 - c. It influences your own behaviour
 - d. It influences employee willingly

11. If deviations are minor, they should
a. be taken seriously b. be ignored c. be reported to top level d. none of the above
12. Return on investment is computed as
a. Total Investment X EBIT b. EBIT X EBT
c. EBIT/Total Investment d. EBT/Total Investment
13. If fixed operating cost is high, a firm should prefer
a. debt b. equity c. both (a) and (b) d. none of the above
14. HCL Company's finance manager has decided to retain its entire profit to meet financial requirement for its growth. Name the type of decision involved.
15. To meet flotation cost, firms generally issue the following instrument of money market.
a. Call Money b. Commercial paper c. Treasury Bill d. Commercial Bill
16. The concept which focuses on Intensive promotion is called
a. production concept b. product concept c. marketing concept d. selling concept
17. Which marketing management philosophy focuses on the quality and performance of the product the main focus?
a. Selling Concept b. Marketing Concept c. Production Concept d. Product Concept
18. Sales promotion refers to
a. short-term incentives to encourage customers to buy products
b. dealing with customers
c. promoting producers d. promoting deals with intermediaries
19. Right to safety
a. protects consumer from physical damage or injury b. informs the consumer
c. both (a) and (b) d. none of the above
20. Consumer Protection Act is beneficial only for consumer it is a penalty for businessmen. **(True/False)**

