



Sahil Sehrawani

DELHI INTERNATIONAL SCHOOL, DWARKA
HALF YEARLY EXAMINATION (2017-18) – SET - I
SUBJECT - BUSINESS STUDIES
CLASS – XII

General Instructions:

1. All questions are compulsory.
2. Read the questions carefully before answering.
3. Questions from serial number 1 to 8 are 1 mark questions. Answers of these questions may be from one word to one sentence.
4. Questions from serial number 9 to 13 are 3 marks questions. Answers of these questions may be from 50 to 75 words.
5. Questions from serial number 14 to 19 are 4 mark questions and questions from serial number 20 to 22 are 5 mark questions. Answers of these questions may be about 150 words.
6. Questions from serial number 23 to 25 are 6 mark questions. Answers of these questions may be about 200 words.

MAX. MARKS: 80

TIME: 3 Hours

1. A company is manufacturing hosiery products, cosmetics and shampoos. What kind of organizational structure is suitable for this company? -
2. 'There is no restriction on anyone being appointed or designated as a manager of any business enterprise.' What aspect of management as a profession does this statement indicate?
3. The traditional managers relied on personal judgment in attending to the problems they confronted in the course of managing their units. Which principle is the statement referring to?
4. A cosmetic manufacturing company is spending a lot of money on advertisement to sell their products as they believe that the sale of the goods depends largely on the quality of the advertisement. Name the marketing philosophy followed by the firm.
5. After delegating authority, does the manager still remain accountable for the assigned task? Give reason in support of your answer.
6. 'Successful organizations do not achieve their goals by chance, but by following a process.' What is the name of the process?
7. Some products have certain unique features. They attract the significant group of buyers. Identify the kind of products.
8. A salesperson is asked to finalize a deal with a customer. The Marketing Manager allows him to give a discount upto 20%, but the Finance Manager allows him to give discount of upto 15%. Which principle of management is violated here?

9. The government encouraged foreign companies to invest in some sectors of retailing. The argument is:
- Customers can purchase the product of these companies as their incomes are rising.
 - It will increase innovations which will provide new ways of producing goods. This will ultimately improve the quality of life. Identify and explain any three dimensions of business environment by quoting the lines from above description.
10. Differentiate between recruitment and selection of employees.
11. Despite internal sources of recruitment being economical, why do companies not always use this source? Explain any three reasons.
12. Demand for leather will be derived from demand for leather purses and other leather items in the market. This is an example stating the characteristic of one of the categories of the product. Name the category. State two other characteristics of this category of products.
13. Principles of Taylor and Fayol are mutually complementary. One believed that management should not close its ears to constructive suggestions made by the employees, while the other suggested that a good company should have an employee suggestion system whereby suggestion which result in substantial time or cost reduction are rewarded. Identify and explain the principles of Taylor and Fayol referred in the case.
14. Mr. Mohan, a successful entrepreneur is planning to set up a new plant in a backward area to provide employment to people there and to give a boost to cottage industries. For this, he has appointed ABC consultants to do the ground work. This would involve huge cost and also a lot of time to get the consultant's report.
- What limitation of planning is being referred here?
 - Explain any other three limitations of planning.
15. Rajat, a sales manager, achieved his sales targets one month in advance. This achievement was displayed on the notice board and a certificate for best performance was awarded to him by the CEO of the company.
- Name the incentive provided to Rajat.
 - Identify and explain the type of incentive.
 - Explain any other two incentives of the type identified in part (b)
16. Differentiate between Rules and Methods on the following basis:-
- Meaning
 - Nature
 - Effect
 - Penalty
17. 'If planning is done carefully and other functions of management are going in a right direction, then there is no need of the controlling function of management.' Do you agree with the statement? Give reason in support of your answer.
18. Explain briefly 'Job rotation' and 'Apprenticeship programme' as methods of training. Give example also.

19. XYZ Ltd. is a large company engaged in assembling of air conditioner. Recently the company has conducted the 'Time' and 'Motion' study and concluded that on an average a worker can assemble 10 air conditioners in a day. The target volume of the company in a day is 1,000 units of air conditioner. The company is providing attractive allowances to reduce labour turnover and absenteeism. All the workers are happy. Even then the assembling of air conditioner per day is 800 units only. To find out the reason, the company compared actual performance of each worker and observed through CCTV that some of the workers are busy in gossiping.

- a) Identify and explain the function of management discussed above.
- b) List the steps in the process of the function identified which are discussed in the above paragraph.

20. 'A good understanding of environment by managers enables them not only to identify and evaluate, but also to react to the forces external to their firms.' Explain any five reasons in the light of given statement.

21. Ashima purchased a bottle of tomato sauce from the local grocery shop. The information provided on the bottle is not clear. She fell sick on consuming it. She filed a case in the District Forum under Consumer Protection Act and got the relief.

- a) Identify the important aspect neglected by the marketer in the above case.
- b) Explain any four functions of the aspect identified in part (a).

22. 'ABC School' believes in holistic development of students and encourages team building through a mix of co-curricular and sports activities. On its founder day a stage performance had to put up. A committee of ten prefects was constituted to plan different aspects to the function. They all decided to use recycled paper for decoration. They have divided all the work among themselves. There was a spirit of unity and harmony. With mutual trust and belongingness the programme was systematically planned and executed. With the reference of above paragraph identify and explain any two principle of management applied for the success of the programme.

23. Sunita had been working as an assistant manager with ABC Ltd. for last ten years. She was very popular amongst her colleagues because of her commitment and dedication towards the work. When the manager senior to her retired, all her colleagues thought that now Sunita would be promoted. But to everyone's surprise, the vacant post was filled by an outsider, Mrs. Rita. Sunita felt demoralised and her performance started declining. She would absent herself often and could not meet her targets. Mrs. Rita was a good leader, who would not only instruct her subordinates but would also guide and inspire them. She noticed Sunita's behavior and felt her performance could be improved. She started involving Sunita in decision making issues related to organization and made her a part of high level joint management committee. Sunita is now punctual in office and her performance started improving.

- a) Identify the function of management being performed by Rita.
- b) Name the element of the above function of management which helped Rita to improve Sunita's behavior.
- c) Explain any three features of the element identified in part (b).

24. Management of Global Ltd. fulfils all its objectives and the organization is able to work effectively and efficiently. It is using environment friendly methods of production and disposing off the waste material either by recycling it or using the same for landfill in such a manner that the aquatic life is not disturbed. Thus it also provides employment opportunities to the disadvantaged sections of the society.

a) Identify and explain the objective of management of Global Ltd. Which it wants to fulfill by doing the above activities.

b) Explain any two other objectives that the management of Global Ltd. Should fulfill.

c) Identify any two values which management of Global Ltd. can communicate through fulfilling the objectives as stated in part (b).

d) Identify any two values which Global Ltd desires to emphasize through its above stated activities.

25. Neeraj Gupta started a company with ten employees, to assemble economical computers for the Indian Rural Market. The company did very well in its initial years. As the product was good and marketed well, the demand went up. To increase production the company decided to recruit additional employees. Neeraj Gupta, who was earlier taking all decisions for the company, had to selectively disperse the authority. He believed that people are competent, capable and resourceful and can assume responsibility for effective implementations of their decisions. This paid off and the company was not only able to increase its production but also expanded its product range with different features.

a) Identify and explain the concept used by Neeraj Gupta through which he was able to steer his company to greater heights.

b) Also Explain any four importance of the identified concept.