

APEEJAY COMMON PRE-BOARD EXAMINATION (2023-24)
Class -XII
SUBJECT - BUSINESS STUDIES (Code-054)

TIME ALLOWED: 3 Hours

MAXIMUM MARKS:80

General instructions:

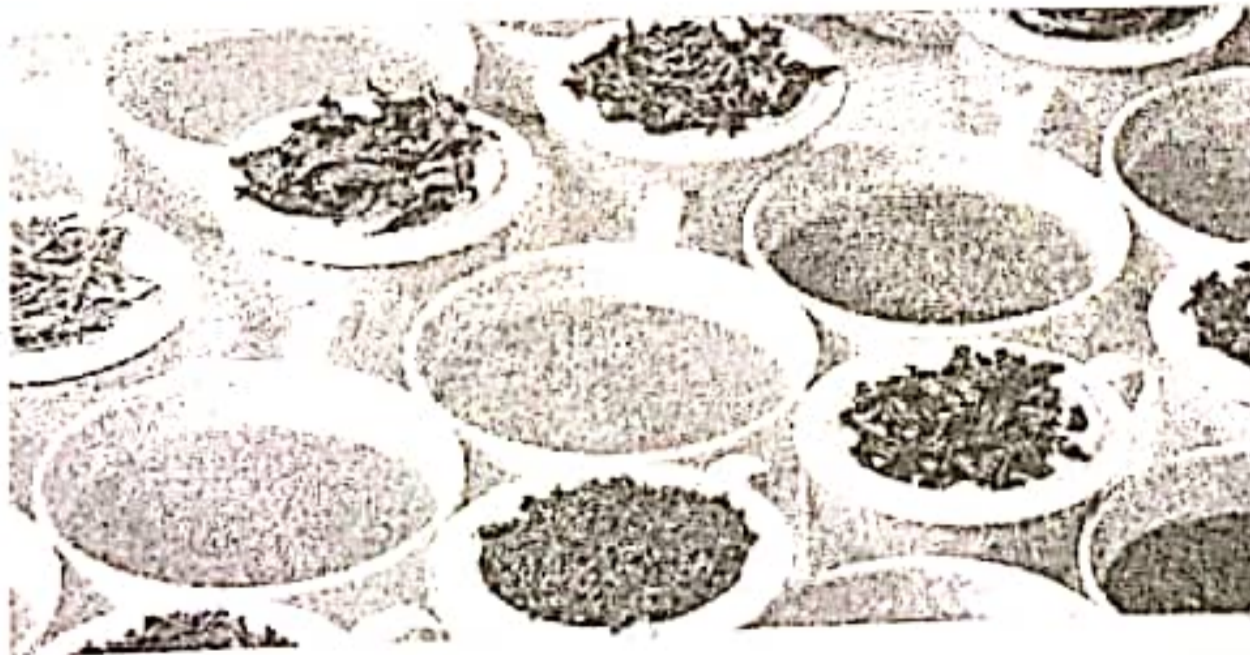
- 1 This question paper contains 34 questions.
2. Marks are indicated against each question.
3. Answers should be brief and to the point.
4. Answers to the questions carrying 3 marks may be from 50 to 75 words.
5. Answers to the questions carrying 4 marks may be about 150 words.
6. Answers to the questions carrying 6 marks may be about 200 words.
7. Attempt all parts of the questions together

1. In _____ prices of the securities are determined and decided by the management of the company. (1)
- (a) New issue market
(b) Secondary market
(c) Money market
(d) Both (b) and (c)

2. One of the important decision areas under the marketing function of _____ is managing inventory. (1)
- (a) Branding
(b) Pricing
(c) Physical distribution
(d) Promotion

OR

The function of marketing depicted by the picture below is _____.



- (a) Product designing and Development
- (b) Packaging and Labelling
- (c) Standardisation and Grading
- (d) Promotion

3. Non - discriminatory employment practices is the part of which dimension of business environment? (1)

- (a) Political environment
- (b) Legal environment
- (c) Social environment
- (d) Both (b) and (c)

OR

Digilocker is the country's first secured cloud-based platform for the storage, issuance and verification of documents with the Driving License & Vehicle Registration System of the Road Transport Ministry. The integration of a government department with Digilocker launch last year is one of the biggest of its kind. It will spare people the trouble of carrying license and vehicle papers, which can be accessed on phones using the Digilocker app. Identify the related dimension of business environment.

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

4. Match the concept of marketing in Column I with their respective definition in Column II (1)

COLUMN - I		COLUMN - II	
A)	Product Concept	i.	relates to maintaining high quality of the product
B)	Selling Concept	ii	relates to satisfying customer needs
C)	Marketing Concept	iii.	relates to aggressively persuading buyer to purchase the product

- A. i,ii,iii
- C. iii,ii,i

- B. ii,i,iii
- D. i,iii,ii

5. Avinash is the finance manager of 'Computer Infinite'. During the current years, the company earned a high profit. However, Avinash thinks that it is better to declare smaller dividend as he is unsure about the earning potential of the coming in coming years. Avinash's choice of dividend decision is based on which of the factor that affects it? (1)

- (a) Amount of earnings
- (b) Stability of earnings

	(c) Legal constraints (d) Stability of dividend	
6.	<p>"The aim of a manager is to reduce costs and increase productivity through better planning, organising, directing, staffing and controlling the activities of the organization." Identify the point of importance of management highlighted above.</p> <p>(a) Management helps in achieving group goals (b) Management increases efficiency (c) Management creates a dynamic organization (d) Management helps in achieving personal objectives.</p>	(1)
7.	<p>Which of the following statement is false?</p> <p>(a) Primary market is also known as New Issue Market. (b) Money market is a market for long term funds. (c) Stock market provides platform for purchase and sale of securities. (d) Money market instruments are close substitutes for money</p>	(1)
8.	<p>Read the following statements Assertion (A) and Reason(R). Choose one of the correct alternative.</p> <p>Assertion: Controlling is pervasive in nature, it is done at all levels of management. Reason: Controlling is the post mortem of past events, it is also considered to be a backward looking function. Alternatives: (a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). (b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A). (c) Assertion (A) is true but Reason (R) is false. (d) Assertion (A) is false but Reason (R) is true.</p>	(1)
9.	<p>Statement-I Transportation helps in creating time utility and warehousing helps in creating place utility Statement-II The process of classification of products into different groups on the basis of their important characteristics is known as standardization. Choose the correct option from the options given below: (a) Statement I is correct and II is wrong (b) Statement II is correct and I is wrong (c) Both the statements are correct (d) Both the statements are incorrect</p>	(1)
10.	<p>Yuvraj and his brother are working as managers in a bottle making factory. They are responsible for maintaining quality output, minimising wastage of material and maintaining safety standards. Identify the management level at which they are working. (a) Top management (b) Middle management (c) Operational management (d) Both (b) and (c)</p>	(1)

11.	<p>Which of the following is not a disadvantage of functional structure of Organization?</p> <p>(a) Less emphasis on overall enterprise objectives than the objectives pursued by a functional head.</p> <p>(b) A conflict of interests may arise when the interests of two or more departments are not compatible.</p> <p>(c) May lead to increase in costs since there may be duplication of activities across products.</p> <p>(d) It may lead to problems in coordination as information has to be exchanged across functionally differentiated departments.</p>	(1)
12.	<p>Identify the important principle of management control in which only significant deviations which is beyond the control the permissible limit should be brought to the notice of management.</p> <p>(a) Management by control</p> <p>(b) Control by exception</p> <p>(c) Critical point control</p> <p>(d) Both (a) and (b)</p>	(1)
13.	<p>Statement 1: Trademark is that part of brand which can be recognised but which is not utterable.</p> <p>Statement 2: Advertising is a personal form of communication which is paid for by the marketers to promote goods or services</p> <p>Choose the correct option from the options given below:</p> <p>(a) Statement I is correct and II is wrong</p> <p>(b) Statement II is correct and I is wrong</p> <p>(c) Both the statements are correct</p> <p>(d) Both the statements are incorrect</p>	(1)
14.	<p>Reserve bank of India has reduced the REPO rate for providing cheaper loans to the industries during COVID-19 pandemic. Which dimension of business environment is being discussed here?</p> <p>(a) Political environment</p> <p>(b) Economic environment</p> <p>(c) Technological environment</p> <p>(d) Social environment</p>	(1)
15.	<p>Read the following statements Assertion (A) and Reason(R). Choose one of the correct alternative:</p> <p>Assertion (A): Delegation is the entrustment of responsibility and authority to another and the creation of accountability for performance.</p> <p>Reason(R): It is optional because it is done at the discretion of the top management.</p> <p>Alternatives:</p> <p>(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p> <p>(b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).</p> <p>(c) Assertion (A) is true but Reason (R) is false.</p> <p>(d) Assertion (A) is false but Reason (R) is true.</p>	(1)

16.	<p>_____ is a number assigned to each transaction by the stock exchange and printed on the contract note.</p> <p>(a) Unique order code (b) Client code number (c) Permanent account number (d) Depository participant number</p>	(1)
17.	<p>Read the following statements Assertion (A) and Reason(R). Choose one of the correct alternative.</p> <p>Assertion (A): Demonetisation is an act of cancelling the legal tender status of a currency unit in circulation.</p> <p>Reason (R): It is aim to control inflation, fake currency, corruption and to boost the economy.</p> <p>Alternatives:</p> <p>(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). (b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A). (c) Assertion (A) is true but Reason (R) is false. (d) Assertion (A) is false but Reason (R) is true.</p>	(1)
18.	<p>Manjeet wanted to purchase a fuel efficient car having the latest standards regarding minimization of pollution. He saw an advertisement offering such car and visited the showroom of the company. In his discussion The Marketing Manager of the company told her that the company is providing credit facilities, maintenance services and many other effective services which are helping in bringing repeat sales and developing brand loyalty. The marketing function which the marketing manager was discussing with Manjeet is _____.</p> <p>(a) Marketing planning (b) Gathering and Analysing the market information (c) Standardising and Grading (d) Customer support services</p>	(1)
19.	<p>Keeping in view, the changes in the consumer demand and preferences, 'Zeinki Bakery' has reduced the sugar and fat content in its products. This approach of business shows that management is :</p> <p>(a) An intangible force (b) A group activity (c) A dynamic function (d) A multidimensional activity</p>	(1)
20.	<p>As a result of major government initiatives, more and more people are going green. In order to keep in line with the trend, 'CLAPAWAY' a carpet cleaning company has advertised that they only use natural cleaners that come from renewable resources and that all their service vehicles are hybrid vehicles that use both gas and electricity. This had led to an increase in profits of the company. Identify one of the points related to the importance of business environment and its understanding by managers which is being highlighted in the above case.</p> <p>a. It helps in assisting in planning and policy formulation. b. It helps in coping with rapid changes.</p>	(1)

	<p>c. It helps in improving performance.</p> <p>d. It enables the firm to identify opportunities and getting the first mover advantage.</p>	
21.	<p>Heena is one of the most successful managers of her company, Tigo Ltd. She uses her creativity and initiative in handling challenging situations at work. The knowledge gained by her during her student days at a renowned management institute as well as through her observation and experience over the years is applied by Heena in a skillful manner in the context of the realities of a given situation. She often read books and other literature in various fields of management to keep her knowledge updated.</p> <p>(a) Identify the aspect of the nature of management highlighted in the description.</p> <p>(b) State any two features of the aspect identified in part-(a)</p>	(3)
22.	<p>Krodot manufacturer of keyboards reported 29% fall in its profits in the second quarter, which is beyond the acceptable range of company. This was due to increase in the cost of raw material. The company aims to implement cost saving measures by restructuring contracts to meet its target in the future.</p> <p>(a) Identify the function of management, which has been highlighted in the above context discussed.</p> <p>(b) State the first four steps involved in the process of the function identified above.</p>	(3)
23.	<p>MGI Ltd. approached a well-established university in the city of Madurai to recruit qualified personnel for various technical and professional jobs. They selected Kanav, Garima, Pooja and Vansh for various vacancies in the organization.</p> <p>After the selection and placement, 'MGI Ltd.' felt the need to increase the skills and abilities, and the development of positive attitude of the employees to perform their specific jobs better. The company also realized that learning new skills would improve the job performance of the employees. Hence, the company decided to take action for the same.</p> <p>(a) Name the step of the staffing process regarding which the company decided to take action.</p> <p>(b) State the benefits of the action to 'MGI Ltd.'</p>	(3)
24.	<p>State any three regulatory functions of Stock Exchange.</p> <p>OR</p> <p>Discuss the first two steps involved in the screen based trading for buying and selling of securities.</p>	(3)
25.	<p>It helps the manager to extend his area of operations as without it, his activities would be restricted to only what he himself can do.</p> <p>Identify the activity referred to in the above statement and state its elements.</p> <p>Or</p> <p>Explain the first two steps involved in organising process</p>	(4)
26.	<p>Identify the term highlighted in the following cases:</p> <p>(a) Under this method of training, institutes send their students to big industrial enterprises to gain practical work experience.</p> <p>(b) It is the systematic and periodic rating of an employee's performance against pre-determined standards.</p>	(4)

	(c) This test measures the ability of an applicant to learn new skills. * (d) An assessment of the number and type of human resources necessary the performance of various jobs.	
27.	Kamal bought a high end microwave from a leading electronic store. The microwave had ISI mark and Kamal diligently went through the instruction manual so that he could use it properly. However, due to faulty wiring there was a short-circuit in the microwave. He called up the consumer helpline of the company many times but no solution was provided by the company. Kamal now decided to file a case in the consumer court. * (a) Identify and explain the right which Kamal will exercise. (b) State two responsibilities which Kamal had fulfilled while Purchasing and using the microwave.	
28.	'Financing alternatives' and 'Level of collaboration' affect one of the types of capital requirements of a company. Identify and explain the type of capital requirement being referred to in the given lines. And also state any three factors affecting the type of requirement being identified.	(4)
29.	The Managing Director of 'Darshan Chemicals' held a meeting of all the departmental managers. In the meeting, the managing director said that besides doing their current work efficiently, they also had to make themselves capable of shouldering more responsibility in future as the company is going to add an additional product to its existing product line. For the realization of this objective, he invited suggestions from all departmental heads. The Managing Director proposed a plan on the basis of the suggestions received. All the departmental heads carried out the plan. (a) Identify and give the meaning of the style of leadership referred in the above para. (b) Explain any other two styles of leadership.	(4)
30.	Stock index measures the movement of prices of securities at a stock exchange. Stock index reflects the day -to -day fluctuations in a stock prices and is known as barometers of market behavior of securities. In the light of this statement, state any four functions of stock exchange.	(4)
31.	Explain the following Principle of Scientific Management: (a) Harmony not discord (b) Cooperation, not individualism OR Explain the following Principles of management given by Henri Fayol: (a) Unity of Direction (b) Scalar Chain	(6)
32.	"If the project is important then more alternatives should be generated and thoroughly discussed amongst the members of the organization." Identify and explain the step in the process of planning being discussed above. Also explain the remaining steps which will be carried out to complete the process.	(6)
33.	"The elements of marketing mix are popularly known as four P's of marketing." Briefly explain these elements. Or	(6)