

RAMACRISNA MADEVA SALGAOCAR HIGHER SECONDARY SCHOOL
MARGAO-GOA

Preliminary Exam January 2024

STD: XII

Duration: 3 Hours

Date: 23/1/24

Sub: Business Studies

Marks: 80

INSTRUCTIONS:-

1. Answer all question
2. Question paper contains 37 questions
3. Question no.1 to 16, which includes multiple choice and very short answer type question for 1mark each
4. Question from 17 to 22 are of 2 marks each and to be answered in 30 words.
5. Question from 23 to 30 are of 3 marks each and to be answered in 60 words.
6. Question from 31 to 37 are of 4 marks each and to be answered in 100 words.
7. There is no overall choice however, internal choice is provided in question no 28, 29,30 and 36.

1. Under functional foremanship technique, a speed boss is responsible for.....
 - Checking the quality of work
 - Specifying the route of production
 - Getting the task completed accurately and on time
 - Ensuring that machine and tools are in proper working condition
2. Which of the following is the impact of government policy change on business and industry?
 - Lack of competition
 - Product orientation
 - Budgetary support to public sector
 - Need for developing human resources
3. The function of management which compares the standard performance with actual performance.
 - Organising
 - Staffing
 - Directing
 - Controlling
4. The main objective of financial management of an enterprise is to
 - Maximise the business expenses
 - Maximise shareholders wealth
 - Maximise the production cost
 - Maintain bills and payments

5. Producers require to provide information like ingredients, date of manufacture, price, quantity, direction for use etc. on all the product offered for sale. Which right is being highlighted in the above statement.
- Right to safety
 - Right to choose
 - Right to be informed
 - Right to consumer education
6. Managerial activities are performed in all types of organisation, in all departments and at all levels. Which characteristics of management is highlighted here?
- Management is all pervasive
 - Management is a group activity
 - Management is an intangible force
 - Management is a goal oriented process
7. Which of the following is the not the duty of the human resource manager ?
- Arranging for finance
 - Searching for qualified people
 - Training and development of employees
 - Providing for social security and welfare of employees.
8. Stock exchange works as a mechanism for the valuation of securities through the forces of demand and supply. Which function of stock exchange is highlighted here.
- Pricing of security
 - Safety of transaction
 - Spreading of the equity cult
 - Providing liquidity and marketability to existing securities
9. Name the process by which a manager synchronises the activities of different department.
10. Amazon created first online book store and was the pioneer of e-commerce site. By the time other retailers established an online bookstore, Amazon had already achieved significant brand recognition and was much ahead of its competitors.
Which point of importance of business environment is highlighted in the above case.
11. Write the full form of NSDL.
12. Mr. Ram, the Finance Manager of Sunrise Industries focused on producing superior quality goods to satisfy his customer needs and wants. Name the marketing management philosophy involved.

13. Goa traffic department has made wearing seat belt compulsory while driving a car. Identify the type of plan.
14. Name the promotional tool which is non paid form of impersonal communication.
15. A subordinate is obliged to perform the task assigned by his /her superior. Name the element of delegation in the given statement
16. Indian business and industry has been given freedom from all unnecessary government control and restriction. Which component of New Industrial Policy is highlighted here?
17. Explain by giving two reasons as to why management is considered as an 'Art'?
18. Briefly explain the following scientific techniques of Taylor :
 - a) Motion study
 - b) Fatigue Study
19. Rohan motors Pvt.Ltd, Mumbai, a manufacturing company is planning to have production, purchase, marketing, and finance department in major towns of india.
 - a) Which type of organisational structure is best suited for the company?
 - b) state any two benefits of the same.
20. Marpol chemical Ltd decided to distribute 15% portion of profit to its shareholders for the current year. Identify and explain the kind of financial decision involved.
21. Describe the following factors that determine the fixed capital requirement of a firm:
 - a) Nature of business
 - b) Choice of technique
22. Explain the importance of consumer protection from consumer point of view.(Two points)
23. Parachute Ltd is a well known umbrella manufacturing company. The Managing Director was worried about the declining sales during the year.After analysing the situation the following reasons were reflected :
 - a) There was decrease in volume of exports of umbrella to various countries.
 - b) Many competitors imported new advanced machines and were manufacturing better quality umbrellas.
 - c) Due to availability of other substitutes like fancy Raincoats,the preference of people had diverted.Identify and explain the three dimensions of business environment from the above stated reasons that have affected the business.
24. Explain any three sources of external recruitment.
25. Mr.Virat is the Human Resource Manager of Wellness hospital in Mumbai. He has to appoint skilled nurses for the hospital. Since patients in the hospital are of different types, he wants to find out the candidates maturity and emotions in dealing with the patients. He also wants to know about the candidate's ability to make decision.
Identify and explain the three types of selection tests mention in the above situation.

26. Explain any three points of importance of controlling
27. 'Mahalaxmi iron and steel Ltd.' is a large and creditworthy company manufacturing steel for the Indian market. It now wants to expand to the Asian market and decides to invest in new hi-tech machines. Since the investment is large, it decides to raise funds by issuing equity shares but it involves huge floatation cost. To meet this requirement the company decides to tap the money market.

a) Identify and explain the money market instrument the company should use for the above purpose.

B) Explain two more money market instruments.

28. Explain three functions of labelling.

OR

Explain the importance of advertising. (Three points)

29. State six characteristics of good brand name.

OR

State six sales promotional techniques that a company utilises to promote its goods or services.

30. Mention six remedies available to a consumer under Consumer Protection Act 2019.

OR

Mention six responsibilities that a consumer should keep in mind while purchasing goods.

31. Explain the importance of management. (four points)

32. Identify and explain Henri Fayol's principles of management being violated in the following situation:

a) The employees of Silicon Pvt Ltd. were not assigned specific place to sit and do their work which resulted in difficulty to find the employees.

b) The salesman of M/S Taan Beverages Ltd. could not achieve his sales target of 1000 units. On enquiry it was found that he was not allowed to take decisions related to giving discount or credit facility to any of his customers.

c) The workers of Surya Ltd are not complying with employment rules and regulations.

d) Fast track Ltd manufactures cars and mobiles which is managed as one unit. This leads to chaos and constant overlapping of work, this affects the entire organisation.

33. Explain briefly four points to bring out the features of planning.
34. Describe the various steps involved in the process of organising.
35. GDFC limited is the manufacturers of consumer goods. The demand for their products was continuously declining after the outbreak of COVID-19. In spite of all in demand, the company assured its employees that no worker will be retrenched from the job.:
- a) Identify and explain the type of non financial incentive highlighted in the above case.
 - b) Explain three more incentives of the same category.
36. Explain four semantic barriers of communication.

OR

Explain four measures to overcome the barriers to effective communication.

37. Sunlight laboratories Ltd has decided to introduce a new detergent in the market. As a marketing manager which factors you will considered before pricing the product?(explain four Points)

*****ALL THE BEST*****