



ST.MARGARET SR.SEC. SCHOOL

MID TERM EXAMINATION

2023-24

BUSINESS STUDIES (054)

CLASS XII

Time: 3Hr

SAMPLE PAPER

M.M: 80

IMPORTANT INSTRUCTIONS:

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

Q1	Since management is concerned with the human behaviour, the result of its principles cannot be exactly predicted. That is why it is known as -----. (a) An exact Science (b) An Inexact Science . (c) An Art (d) Art and Science both	1
Q2	A petrol pump needs to be managed as much as a hospital or a school. What managers do in India, the USA, Germany or Japan is the same. How they do it may be quite different. This difference is due to the differences in culture, tradition and history. Identify the characteristics of management that has been mentioned here. (a) Management is a goal oriented process. (b) Management is all pervasive. (c) Management is multi-dimensional. (d) Management is a continuous process.	1
Q3	A management expert was invited by 'Raghav Ltd.'. He gave a lecture in the meeting of employees on the importance of organising function of management. He said that during this function the establishment of working relationships clarifies lines of communication and specifies who is to report whom. This removes ambiguity in transfer of information and instructions. It helps in creating a hierarchical order thereby enabling the fixation of responsibility and specification of the extent of authority to be exercised by an individual. Identify the point of importance of organising highlighted in the above case. (a) Benefits of specialisation . (b) Optimum utilisation of resources (c) Clarity in working relationships (d) Development of personnel	1
	Read the following statements (Answers Questions 4,5,6,on the basis of following information ) Assertion (A) and Reason (R). Choose one of the correct alternatives given below: (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) and Reason (R) both are incorrect.	
Q4	Assertion (A): There may be many ways to achieve objectives. Reason ( R) :If the project is important, then only one alternate should be generated to avoid the wastage of time and money	1
Q5	Assertion (A): Different elements of business environment are closely interrelated.	1

	Reason (R) :Business environment is a relative concept since it differs from country to country and even region to region .									
Q6	Assertion (A): Management is an activity which is necessary wherever there is a group of people working in an organisation. Reason (R): People in an organisation are performing diverse tasks but they are working towards the same goal.	1								
Q7	In a meeting of top level management of Krishna Ltd., it is decided that lazy personnel should be dealt with sternly to send the message that everyone is equal in the eyes of management. There should be no discrimination against anyone on account of sex, religion, language, caste , belief or nationality etc. To which principle of management the decision of the company is related to? (a) Stability of Tenure (b) Equity (c) Order d) Scalar chain.	1								
Q8	Suhasini plans her winter collection in the month of June itself. She has to then ensure that there is adequate workforce and continuously monitor whether production is proceeding according to plans. Her marketing department also has to be briefed in time to prepare their promotional and advertising campaigns. Identify the characteristic of coordination to which the above case is related. (a) Coordination is an all pervasive function (b) Coordination is a deliberate function (c) Coordination is a continuous process (d) Coordination ensures unity of action	1								
Q9	She/He keeps machines, materials, tools, etc., ready for operations by concerned workers ' Whose work is described by this sentence under functional foremanship. (a) Instruction Card Clerk (b) Repair Boss (c) Gang Boss (d) Route Clerk.	1								
Q10	----- is the type of plan which provides the prescribed ways in which a task has to be performed considering the objective.	1								
Q11	Match the nature of principles of management in Column -I with their respective statements in Column - II :	1								
	<table border="1"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>(a) General Principles</td> <td>(i) The degree of Centralisation and Decentralisation depend upon the situation of each organisation.</td> </tr> <tr> <td>(b) Universal Application</td> <td>(ii) Equal importance in both business and non business sectors.</td> </tr> <tr> <td>(c) Flexibility</td> <td>(iii) Do not provide any ready made solutions to all managerial positions.</td> </tr> </tbody> </table>	Column I	Column II	(a) General Principles	(i) The degree of Centralisation and Decentralisation depend upon the situation of each organisation.	(b) Universal Application	(ii) Equal importance in both business and non business sectors.	(c) Flexibility	(iii) Do not provide any ready made solutions to all managerial positions.	
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	(a) (i),(ii),(iii)      (b) (iii),(ii),(i)      (c) (ii),(iii),(i)      (d) (ii) ,(i) , (iii)									
Q 12	In a factory, a product is manufactured, in a garment store a customer's need is satisfied and in a hospital a patient is treated. Management translate their work in terms of goals to be achieved and assigns the means to achieve it. Identify the dimension of management discussed here. (a) Management of operations. (b) Management of people (c) Management of work      (d) None of these above	1								

Q13	Planning is closely connected with _____ and _____ (a) Responsibility and accountability (b) Delegation and decentralization (c) Stability and security (d) Creativity and innovation	1
Q14	The attitude of the government officials towards business may have either positive or negative impact upon business. Which factor of general environment of business is highlighted by this statement? (a) Technological environment (b) Political environment (c) Social environment (d) Legal environment.	1
Q15	Increase life expectancy of people and increased awareness for healthcare have increased demand for many health products and services like diet coke, fat-free cooking oil, and health resorts. Which feature of business environment is highlighted by the above statement? (a) Specific and general forces (b) Dynamic nature (c) Inter-relatedness (d) Totality of external forces	1
Q16	The objective of the Marketing Department of 'Sunderam Kids Wear Ltd.' is to increase sales by 10 per cent by offering discounts. But, the finance department may not approve of such discounts as it means loss of revenue. These kinds of conflict arise in organisations because each department is performing activities in isolation from others and barriers between departments are becoming more rigid. Identify the point of importance of coordination to which this case is relate a) Growth in size (b) Functional differentiation . (c) Specialisation (d) None of these.	1
Q 17	Planning is an intellectual activity of thinking rather than doing Which feature of planning is highlighted in this statement? (a) Planning focuses on achieving objectives. (b) Planning is futuristic. (c) Planning involves decision making (d) Planning is a mental exercise	1
Q18	"Uttam Ayurvedic Ltd.' is an established Indian company manufacturing organic consumer goods like toothpaste and shampoos. It has planned to increase its market share from 30% to 40% in the current financial year. With expanding market of organic products, other companies in the consumer goods industry have also launched the products with organic components. The competition in the market has increased and it was found that the sales of Uttam Ayurvedic Ltd. came down and its market share was reduced to 23%. Identify the limitation of planning highlighted in the above case: (a) Planning may not work in dynamic environment. (b) Planning is time consuming. (c) Planning involves huge costs. (d) Planning reduces overlapping and wasteful activities.	1
Q 19	The step in the process of planning which is concerned with putting the plan into action i.e doing what required is called: (a) Implementing the plan. (c) Developing premises (b) Follow-up action (d) Selecting an alternative	1
Q 20	Ritu Kapoor has set up a bakery, 'Bakes and Cakes in Pune. She receives online orders for cakes from within the city and supplies them on the same day. She set a target that she would earn a revenue of 5,00,000 in the fin year. She informed her employees about the target and asked them to contribute ideas to achieve the same. Ritu Kapoor has performed the first step in the process of one of the functions of management. The next step to be performed is: (a) Identifying alternative courses of action. (b) Setting objective (c) Developing premises (d) Follow-up action	1
Q 21	Name and explain the principle of management according to which a manager should replace 'I' with 'We' in all his conversations with workers.	3

	OR	
	The production manager of ABC Ltd. instructs a salesman to go slow in selling the product whereas the marketing manager is insisting on fast selling to reach the target. Which principle of management is being violated in this case? State any two consequences of the violation of this principle	
Q 22	In an electrical goods manufacturing company, there are four main activities- production, marketing, finance and personnel. The general manager is planning to structure the organisation. Which type of organisation structure should he adopt and why? Give two reasons.	3
Q 23	Name and explain the principle of management which requires judicious application of penalties by the management.	3
Q24	Miss Aarika Goyal is working as the C.E.O. in a company. She lays a special emphasis on the fact that the company continues to always have sweet relations with its customers. Besides, to have a close eye on the business environment she considers as the secret of any business. Recently, she noticed that the government was preparing a policy to invite the foreign companies. The government planned to give them several concessions. Miss Goyal saw through the government intention and started preparing herself for it. Identify and explain the point of 'importance of business environment' from the incident stated above?	3
Q25	The Managing Director of a company called a meeting of the Managers of all the Departments The issues taken for discussion in the meeting were as given below: Which source of recruitment of employees should be preferred: Internal or External? (i) How should the employees be promoted: on the basis of Performance or Age? (ii) On what basis should the employees be transferred? Identify and explain the type of plan described in the paragraph given above.	3
Q26	Blue Heavens Ltd. purchased a new hi-tech machine from Germany for manufacturing high quality auto components in a cost effective manner. But during the production process, the manager observed that the quality of production was not as per standard. On investigation it was found that there was lack of knowledge amongst the employees of using these hi-tech machines. So, frequent visit of engineers was required from Germany. This resulted in high overhead charges.  (a) Suggest what can be done to develop the skills and abilities of employees for producing high quality products by using these hi-tech machines. (b) Also state how the employees or the organisation will benefit from your suggestion.	4
Q27	Your uncle is working as 'Marketing Manager' in a company. At what level of management is he working? What functions do you think he is performing? State any four.	4
Q28	The government of India announced Demonetization of 500 and 1,000 currency notes with effect from the midnight of November 8, 2016. As a result, the existing 500 and 1,000 currency notes ceased to be legal tender from that date. New currency notes of the denomination of 500 and 2,000 were issued by Reserve Bank of India after the announcement.  This step resulted in a substantial increase in the awareness about and use of Point of Sale machines, e-wallets, digital cash and other modes of cashless transactions. Also, increased transparency in monetary transactions and disclosure led to a rise in government revenue in the form of tax collection.  (a) Enumerate the dimensions of business environment highlighted above. (b) State the features of Demonetization.	4
	OR	

	<p>National Digital Library of India (NDL India) is a pilot project initiated by the HRD ministry. It works towards developing a framework of virtual repository of learning resources with a single-window search facility. It provides support to all academic levels including researchers, life-long learners and differently-abled learners free of cost.</p> <p>Identify and explain the dimensions of business environment highlighted above.</p>	
Q29	<p>Aman, Avneesh and Amrish have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform:</p> <p>(i) Purchase of raw materials      (ii) Purchase of machinery      (iii) Production of toys</p> <p>(iv) Arrangement of finance      (v) Sale of toys      (vi) Selection of employees</p> <p>In order to facilitate the work they thought that four managers should be appointed to look after ;</p> <p>(a) Production      (b) Finance      (c) Marketing      (d) Personnel</p> <p>(1) Identify the function of management involved in the above mentioned para.  (2) Quote the lines from the above para which help you in identifying this function.  (3) State the steps followed in the process of this function of management.</p>	5
Q30	<p>Management is considered to be both an art and science." Explain.</p>	5
Q31	<p>Explain 'Direct Recruitment ' and ' Advertisement ' as external sources of recruitment</p> <p style="text-align: center;">OR</p> <p>How does recruitment take place through ' Placement Agencies ' and Recommendation by existing employees.</p>	5
Q32	<p>A public transport corporation has hired 2,000 buses for the different routes for the passengers of metropolitan city. In order to fill vacancies, it advertised in the newspaper and number of applicants applied for the same. The company has to now undertake the process of selection to identify and select the best.</p> <p>Explain the first six steps involved in the process.</p>	6
Q33	<p>With the help of a diagram, give the meaning of 'Divisional Structure'. Explain any three advantages of this structure.</p> <p style="text-align: center;">OR</p> <p>"Put simply, decentralisation refers to delegation of authority throughout all the levels of the organisation." In the light of the above statement give the meaning of and difference between Delegation of authority and decentralisation.( FIVE POINTS ).</p>	6
Q34	<p>Vishesh completed his MBA at a reputed business school in Lucknow. He was impressed by the Principles and Techniques of Scientific Management developed by FW. Taylor. On completing his MBA, he wanted to apply scientific Management in his family's business of fast food chain of restaurants ' Burger Mania'</p> <p>His main goal was to reduce costs with increased output. To begin with, he wanted to develop a standard method which would be followed throughout the organisation. So, he investigated traditional methods through work study and unified the best practices. The standard method. i.e., the best way of doing the job was then developed taking into account all parameters right from the procurement of raw materials till the delivery of the final product to the customer. Vishesh also believed that each person should not only be scientifically selected but should also be given the required training to increase efficiency. For this, he set up a Special Training Unit called "Hamburger in Bengaluru where the workers were given the required training to learn the best method. At the factory, the ingredients making up a burger were strategically placed to reduce the time taken for excess movements. The standard time and other parameters were determined on the basis of work study and Vishesh rewarded the workers for meeting the standard output.</p>	6

Now, 'Burger Mania' has standardised processes, raw material, time, machinery, product and working conditions that ensure the food they send out to their customers has the same high standards of excellence and level of quality in every chain or franchise.

The application of Scientific Management to every aspect of restaurant operations led to "Burger Mania's widespread success.

Quoting the lines from the above, explain the Principles and Techniques of "Scientific Management used by 'Burger Mania'.