



Brilliant Public School

Seepat Road, Bahatarai, Bilaspur (C.G.)

Pre-Board - I, 2017-18

Class –XII

Subject – Business Studies

Time : 3:00 Hrs.

Date : 07.12.2017

M.M. 80

Thursday

General Instruction:-

- i. Questions from serial number 1 to 8 are 1 mark questions. Answers of these questions may be from one word to one sentence.
- ii. Questions from serial number 9 to 13 are 3 marks questions. Answers of these questions may be from 50 to 75 words
- iii. Questions from serial number 14 to 19 are 4 marks questions and question from serial number 20 to 22 are 5 marks question. Answers of these questions may be about 150 words
- iv. Questions from serial number 23 to 25 are 6 marks questions. Answers of these questions may be about 200 words
- v. Attempt all parts of a question together.

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- Q1. Rama (P) Ltd. uses environment – friendly techniques of production. Name the objective the company strives to attain?
 - Q2. What is Campus Recruitment?
 - Q3. Name the art of transferring facts, ideas and feelings etc. from one person to another and making them understandable.
 - Q4. Sara worked in a call center. Her team manager did not wish to be contradicted and gave rewards depending on the result. State one benefit of the style of leadership being followed by Sara's team manager.
 - Q5. What does a high Interest Coverage Ratio indicate?
 - Q6. Arihant Ltd. an automobile manufacturer was diversifying into manufacturing two-wheelers. They knew that India is on a growth path and a new breed of consumer is eager for a first vehicle. The market responded very well to the new product. The company did not have to allow credit, as it had advance orders from four to six months with deposits paid. Also, due to efficiency in managing their operations as soon as a vehicle was off the assembly line, it was out to the dealers. Give any one reason discussed above which helped the firm in managing its working capital efficiently.
 - Q7. SEBI recently called for information and issued a show cause notice to NSE and its 14 officials seeking explanation on the Preferential Access allegations at the Exchange's Co-location facility. State the function that SEBI performed by doing so.

- Q8. Identify the right of a consumer under Consumer Protection Act, 1986 which Consumer organizations help a consumer to claim by performing the function of “encouraging consumers to strongly protest and take an action against unscrupulous, exploitative and unfair trade practices of sellers”.
- Q9. Madhuri Fashions Limited decided that whenever a person reaches a particular age, he will be promoted. Influenced by this policy of the company, several people of other companies joined this company. But within a few days, they found that in this company communication was possible only on the basis of pre- decided relations. It was not possible for anyone to communicate freely with anyone.
- Identify the concept of organisation described here.
 - Point out two limitations of the concept identified in (a).
- Q10. Somnath Ltd. is engaged in the business of export of garments. In the past, the performance of the company had been up to the expectations. In line with the latest technology, the company decided to upgrade its machinery. For this, the Finance Manager, Dalmia estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decisions on a continuous basis. Dalmia therefore, began with the preparation of a sales forecast for the next four years. He also collected the relevant data about the profit estimates in the coming years. By doing this, he wanted to be sure about the availability of funds from the internal sources of the business. For the remaining funds he is trying to find out alternative sources from outside.
- Identify the financial concept discussed in the above para. Also state the objectives to be achieved by the use of financial concept, so identified.
- Q11. Explain briefly any three Semantic Barriers to Communication?
- Q12. Ginika, Tanish and Rohit were friends from college days and now they are doing different kinds of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction, marketing efforts, product designing, selling techniques, social concerns etc. In one of such meetings, Ginika drew the attention of Tanish and Rohit towards the exploitation of consumers. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social, ethical and ecological aspects of marketing, whereas she was not doing so.
- Tanish told that they were under pressure to satisfy the consumers, but stated that the consumers would not buy or not buy enough unless they were adequately convinced and motivated for the same.
- Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customers. It was the duty of the businessmen to keep consumer satisfaction in mind because business is run by the

resources made available to them by the society. He further stated that he himself was taking into consideration the needs of the customers.

Identify the various types of thinking that guided Ginika, Tanish and Rohit in the marketing efforts of their business. Also, state one more feature of the various types of thinking identified that is not given in the above para.

- Q13. Mr. Ashok purchased a laptop for 45000/- from Akash Enterprises and found its keypad defective. Despite many complaints, the defect was not rectified.
- Where can he file his complaint?
 - What remedies can he seek?
- Q14. Having transformed 2500 Kirana stores across eight cities in to virtual super markets, the startup Quick Bizz further decided in advance, to collaborate with 15000-20,000 store owners in top 30 cities of the country by the end of this year. The company has set its eye on digitizing over 1,00,000 Kirana stores over next 18-24 months.
- Identify and explain the step in the process of one of the functions of management discussed above.
 - Explain the next two steps after the step identified in (a).
 - Also explain the last step to be performed by Quick Bizz as part of the process.
- Q15. At present, apart from the basic pay and allowances as a part of compensation, the employees and employers contribute 12% of basic wages each towards Employees Provident Fund scheme and Employees' Pension Fund scheme. A proposal to reduce the contribution by employers and employees to 10% of basic pay and dearness allowance was listed on the agenda for a recent meeting of Employees Provident Fund Organization held. The stakeholders expressed their reservations about it and they feel that it should be continued at 12%. Explain any two needs as suggested by Maslow's Need Hierarchy Theory, which will not be satisfied by the incentives discussed above.
- Q16. State the first four steps which are involved in the screen-based trading for buying and selling of securities in the secondary market.
- Q17. Indian Youth Organisation (IYO) organised a visit of its members to an old age home to inculcate the habit of social work among them. The visit revealed that the living conditions of the inmates of the old age home were not hygienic. So, the IYO members decided to clean the premises. During their cleanliness drive, they realized that the old age home also required pest control. But some of the inmates of old age home were reluctant for it because they believed that the pest control may create health problems for them. IYO, therefore decided to provide ethical, safe and odorless pest control. They showed to the inmates of old age home a pamphlet of the proposed pest control product which promised easy, inexpensive and long

lasting pest control. The inmates happily agreed and the pest control was carried out. It worked for a fortnight but to their dismay the effect started wearing off. IYO contacted the pest control company which kept on postponing their visit. After waiting for a month, IYO filed a case in the consumer court. The consumer court was satisfied about the genuineness of the complaint and issued necessary directions to the pest control company.

- a. State any six directions that might have been issued by the court.
- b. Also identify any two values that are being communicated by IYO to the society.

Q18. R&T Realty, the property development arm of the construction and engineering giant R&T in a recent report to the media shared that it is betting on bigger and better projects providing greater benefits to the customers, lower prices and faster execution to boost its growth. The spokesperson of the company informed the media that besides the innovative features, quality and brand, the fair pricing followed by the company is also a hit with the buyers. He said that the company is also focusing on accurate, speedy and timely delivery. Proper communication with the market was being maintained through advertising. Even dealers were to be offered incentives to boost the sales. The above para describes the combination of variables used by R&T Realty to prepare its market offering. Identify and explain the variables.

Q19. It is heartening that the implementation of compliance requirements of the Companies Act, 2013 has progressed substantially with NIFTY 500 companies. Data shows a significant increase in women's participation in the top management of Indian Companies from 5% few years ago to 13% now. Even companies which are not in NIFTY 500 have undertaken drives to increase women's participation across different areas of work. The government had also announced that it would support such companies. Identify and explain the dimensions of business environment discussed above which brought about the change.

Q20. Give any five characteristics of management.

Q21. Textile manufacturer Super textiles reported 43% fall in its profits in the fourth quarter ended 31 March 2017, which is beyond the acceptable range 25% decided by the company. This was due to higher fuel cost and lower yield on account of demonetization. The company aims to implement cost saving measures by restructuring contracts and its business processes to meet its targets in the future.

- a. Name the function of management discussed above.
- b. Also identify and explain the steps of the function of management discussed above.

Q22. Saksham Ltd. a firm manufacturing textiles, wished to diversify their business. They were considering two options, either to diversify into manufacturing tooth-paste or switches. They wanted to invest in the purchase of land, to set up a manufacturing unit in the backward areas of

Gujarat, which would also lead to the generation of employment opportunities in the area, but only after fulfilling all legal requirements and taking appropriate steps to ensure that the environment was not polluted. The finance manager of the company, Mr. Ramakant was asked by the management to prepare a report on the factors which should be considered while making the above decision.

- a. State any two factors that Mr. Ramakant would give in his report.
- b. Also state any two reason which makes it important for the above decision to be made carefully.
- c. And state two values being fulfilled by Saksham Ltd.

Q23. The IT major GIPRA is terminating the employment of its senior managers, if after evaluating their performance against pre-determined standards if it is found lacking. With this disruption analysts say a large portion of the employees may become irrelevant unless they learn new skills and apply the knowledge to work on emerging technologies. GIPRA is ready to facilitate employee learning, through its in-house centers.

- a. Name the function of management performed by GIPRA to maintain a satisfactory work force.
- b. Identify and explain the two steps in the process of the function of management discussed above.
- c. Also state any two steps of the function of management discussed, that the firm had to perform before performing the above steps.

Q24. Rajat joined as a CEO of Bharat Ltd, a firm manufacturing Computer hardware. On the first day he addressed the employees. He said that he believed that a good company should have an employee suggestion system and he wished to minimize employee turnover to maintain organizational efficiency. He informed all employees that he would ensure that all agreements were clear, fair and there was judicious application of penalties. However, he said that he believed that lazy personnel should be dealt with sternly to send the message that everyone was equal in the eyes of management. Also that he would want to promote a team spirit of unity and harmony among employees, which would give rise to a spirit of mutual trust and belongingness among team members and eventually minimize need for using penalties. He told all present that the interests of the organization should take priority over the interests of any one individual employee.

- a. Identify and briefly explain the principles of management given by Fayol, which Rajat highlighted in his address to the employees.

Q25. “Put simply, decentralization refers to delegation of authority throughout all the levels of the organization.” In the light of the above statement give the meaning of and difference between Delegation of authority and decentralization on the basis of the following

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| a. Nature | b. Freedom of action | c. Status |
| b. Scope | e. Purpose. | |

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Brilliant public school, Bilaspur
SAMPLE PAPERS