

Total number of printed pages: 5

NB/XII/BS/I

2024
BUSINESS STUDIES

Full mark: 80

Time: 3 hours

General Instructions:

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *The question paper consists of 28 questions. All questions are compulsory.*
- iii) *Answer to questions carrying 2 marks should not exceed 50 words.*
- iv) *Answer to questions carrying 4 marks should not exceed 100 words.*
- v) *Answer to questions carrying 6 marks should not exceed 200 words.*
- vi) *Answer to questions carrying 8 marks should not exceed 300 words.*
- vii) *Internal choice has been provided in 6 marks and 8 marks questions.*

N.B: *Check that all pages of the question paper is complete as indicated on the top left side.*

Choose the correct answer from the given alternatives in questions 1 to 10.

1. Which of the following is not the personal objective of management? 1
 - a) Financial needs like salaries, perks and other monetary benefits
 - b) Social needs like recognition in the organization
 - c) Providing quality goods and services at reasonable prices
 - d) Higher level needs which include personal growth and development.

2. In an organization, employees are happy and satisfied, there is no chaos and the effect of management is noticeable. This statement indicates that, management is_____. 1
 - a) An intangible force
 - b) A multi-dimensional activity
 - c) A group activity
 - d) A dynamic function.

3. To see whether plans are implemented and activities are being performed according to schedule is a step of planning process. Identify the step. 1
 - a) Developing process
 - b) Identifying alternative course of action
 - c) Implementing the plan
 - d) Follow up action.

4. When did the Government of India announced the demonitisation of all ` 500 and ` 1,000 bank notes? 1
 - a) 8 November 2015
 - b) 8 November 2016
 - c) 8 November 2018
 - d) 8 November 2018.

5. Shubham wants to increase the sales of his business by 20% and return on investment by 10% in the next quarter. Identify the types of plan being described in the above line. 1
- a) Method b) Objective
c) Strategy d) Programme.
6. Sharda Limited is pursuing diversified activities and operations which require a high degree of specialization. Identify the type of structure that should be followed by Sharda Limited. 1
- a) Functional structure b) Divisional structure
c) Decentralised structure d) Informal structure.
7. Which standard is associated with production? 1
- a) Flow of cash b) Volume of sales
c) Labour turnover d) Quantity and quality.
8. Pnagya bought an iron of a reputed brand for ` 1,500, but it caused an electric shock while it was being used. Pnagya wants to exercise her 'right'. Identify the 'right' under which she can be protected. 1
- a) Right to choose b) Right to be informed
b) Right to safety d) Right to consumer education.
9. Which of the following is not an element of delegation? 1
- a) Responsibility b) Authority
c) Accountability d) Decentralisation.
10. Who can file a complaint? 1
- a) Any consumer
b) Registered consumer association
c) A legal heir or representative of a deceased consumer
d) All of the above.
11. What is meant by 'Effectiveness' and 'Efficiency'? 2
12. Pradeep is working in a sugar factory (Sweet India Limited). The management asked him to work overtime so as to produce more in order to meet increasing demand in the market. But he was not paid adequate wages for extra time worked. He felt dissatisfied all the time and never contributed to his maximum.
- i) Which principle of Fayol is violated in the above case? 1
ii) State the principle. 1
13. Distinguish between unity of command and unity of direction. 2

14. Mention any two features of motivation. 2
15. “Advertising confuses rather than helps”. Give two reasons in favour to this statement. 2
16. List any four functions of packaging. 2
17. State any two remedies available to a consumer under Consumer Protection Act. 2
18. Mr. Piyush purchased one laptop for ` 70,000 from ABC Electronics. After few days of operating the laptop, Mr. Piyush found the keyboard of the laptop is defective. He filed his complaint to ABC Electronics. Despite many complaints, the defect was not rectified:
- i) Where can he file his complaint? 1
 - ii) State the period within which the complaint can be filed. 1
19. Monika, Rashmi and Garima are childhood friends. After completing their education, Monika joined a school as a teacher. Rashmi joined a firm as a Chartered Accountant and Garima as a General Manager in Multi National Company. After a long time in a re-union function of the school, they met each other. Rashmi said that they were all professionals now. Garima told Rashmi that she can say this about Monika and Rashmi but not about her.
- i) Why did Garima say that she was not a professional? 1
 - ii) State any three points in support to your answer. 3
20. Explain any four nature of Principles of Management. 4
21. Explain any four advantages of demonetization. 4
22. Explain any four importance of controlling. 4
23. Maruti Suzuki Limited, sold their car at a discount of ` 20,000 for a limited period to clear off excess stock, while Hyundai started with a scheme of giving a radio with every purchase of their car.
- i) Which promotional tool was used by both the companies? 1
 - ii) What promotional technique of promotion did Maruti apply? 1
 - iii) What promotional technique did hyundai apply? 1
 - iv) What is the basic purpose of both the companies? 1
24. a) Distinguish between objective and policy. 6
- Or**
- b) Distinguish between policy and procedure.

25. a) Due to spread of COVID -19 pandemic, employees of almost all the companies were working online from their homes. In 2022 when most of the companies called them back to their office and start working offline, 'Taty Software Limited' asked their employees to work from home. Because of this, employees of 'Taty Software Limited' were feeling bored, hence for recreation, they formed a cricket club. They started meeting every Saturday and Sunday on a ground near their office building.

- i) Identify and write the meaning, the type of organization formed by the employees of 'Taty Software Limited'. 2
- ii) Also state any two advantages and two limitations of the type of organization identified in (i) above. 2+2=4

Or

b) Explain any six importance of organizing. (6)

26. a) Mr. Charan, a production manager of Guru Kirpa Textile Limited is not able to communicate and provide guidance to the workers of a factory due to overload of the work. So, he decides to appoint a person who will be able to spend more time with the workers.

- (i) Identify which function of directing helps the production manager to reduce his work load. 1
- (ii) What role will the appointed person play? 3
- (iii) How come he will act as a link between management and workers? 2

Or

b) Explain any six functions of supervisor. (6)

27. a) Feline Square Limited has 10 sales executives for selling its goods in a district. Now the company desires to sell its goods in two more districts. It needs 20 additional sales executives. If 5 sales executives already working are due to retire shortly, then 5 more sales executives will have to be appointed in their place. Thus in all, 25 sales executives will be needed by the company. The company has reserved additional requirement for women.

- i) In the above case, the management functions has been highlighted. Identify the management function. 1
- ii) Enumerate the process of the above function of management. 4
- iii) Which value is being identified above? 1
- iv) Write any two aspects of importance of staffing. 2

Or

b) In order to improve the quality and quantity of output and provide job satisfaction to the employees Essence Limited adopted various training as follows:

- i) Mr. Joy was provided a dummy model of machinery to do practice on it.
- ii) Mr. Rahim was shifted from purchase department to production department for a short interval of time.

- iii) Mr. Rahul was doing training away from actual place of work.
- iv) Mr. Dilip was practicing medical training.
- v) Mr. Aakash was asked to work with an expert for a specific period of time so that he learns by observation.
- vi) Mr. Sarbjit was provided the study material so that he goes through these units by answering the questions and filling in the blanks.
- vii) Mr. Gagan was in the company so that he practice the theoretical knowledge acquired by him from his college.
- viii) Mr. Tay was asked to undergo training for a period of 1 year and it may extend to 2 years basing on his performance.

Identify which techniques of training were used by Essence Limited on all the above eight cases. (1x8 =8)

28. a) Define financial planning. Explain the importance of financial planning. **1+7=8**

Or

b) Explain any eight factors affecting dividend decision. (8)

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