

2025
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. Who formulates overall organizational goals and strategies for their achievements? **1**
a) Top Level Management b) Middle Level Management
c) Bottom Level Management d) All of the above.

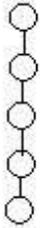
2. Management is an/a _____ concerned with personal application of knowledge and creativity to achieve the desired results. **1**
a) Art b) Science
c) Profession d) All of the above.

3. Just after the declaration of Lok Sabha Election 2009 results, the Bombay Stock Exchange price index (sensex) rose by 2100 points in a day. Identify the environment factor which led to this rise. **1**
a) Economic environment b) Social environment
c) Political environment d) Legal environment.

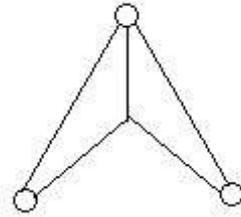
4. Once plans are drawn, it is difficult for the managers to change them irrespective of changes in the environment. This planning disadvantage is _____. **1**
a) Planning leads to rigidity b) Planning reduces creativity
c) Planning does not gurante success d) Planning is time consuming.

14. Name the type of communication network 1+1=2

i)



ii)



15. State four features of marketing. 2

16. Virmanu Limited manufacturing toothpaste pack their first tubes followed by cardboard boxes. 20 boxes of toothpastes were then placed in corrugated boxes and distributed to various distributors.

i) How many layers of packing were done? 1

ii) What was the purpose of third level of packing? 1

17. Write any two responsibilities of a consumer. 2

18. Mr. Dixit bought olive oil from Global Departmental Store and took the cash memo of ₹500 which he paid to them. Later on he found that MRP of olive oil was ₹425 only but the shopkeeper had put a sticker of ₹500 on the original price.

i) Do you think that the customer right is violated here? If yes, name it. 2

ii) Is Mr. Dixit a responsible customer? Give reason. 2

19. Pizza Hut is a chain stores making pizzas located at different states. The store has divided the whole process of making pizzas into small tasks or units. Instead of assigning the whole job of making pizza to one employee, different employees are given the task of making pizza bases, preparing toppings, baking of pizza, packaging etc. As a result, each employee has gained perfection and specialization in his job and improved his efficiency and effectiveness.

i) Which Principle of Fayol is followed by Pizza Hut? 1

ii) State the principle. 1

iii) Write any two positive effects of the principle identified above. 2

20. Explain any four importance of management. 4

21. Explain any four characteristics of business environment. 4

22. Write the advantages of critical point control and management by exception. 4

23. Explain any four characteristics of a good brand name. 4

24. **a.** Sigma Limited made the annual plan for the ensuring year on the assumption that the sales of its product will rise in near future. Subsequently, the major development took place when a new technology came in the market and also some new competitors with low priced quality product extended the market. These two unexpected development were found to negatively affect the sales of Sigma Limited.
- i) Which function of management is considered above and write the meaning? **2**
 - ii) Should Sigma Limited continue with same plan? **1**
 - iii) Explain any three limitations of management function which is considered in (i). **3**
- Or**
- b.** Explain the following features of planning:
- i) Planning is pervasive. **(2)**
 - ii) Planning is continuous. **(2)**
 - iii) Planning is futuristic. **(2)**
25. **a.** Distinguish between formal organization and informal organization. **6**
- Or**
- b.** Distinguish between delegation and decentralization on six basis.
26. **a.** Explain six semantic barriers to effective communication. **6**
- Or**
- b.** Explain the non- financial incentives that can be given to motivate the employees for improving their performance.
27. **a.** Training is beneficial both for the organization as well as for the employees. Explain any four benefits of training towards the organization and any four towards the employees. **8**
- Or**
- b.** Ravi tyres has some vacant posts in their company. In order to fill up the same, it adopted a process of identifying and choosing the best person out of a number of prospective candidates for a job and for this purpose the company conducted many steps like preliminary screening, selection test, final interviews and medical test. Through these steps, he selected persons out of many states like Karnataka, Delhi, Andhra Pradesh and Rajasthan.
- i) Identify and give the meaning in the above case as one of the function of management has been highlighted. **(2)**
 - ii) Name the aspect of function of management considered above and write the meaning. **(2)**
 - iii) Which value has been identified in the above case? **(1)**
 - iv) Explain any three important test for selection of employees. **(3)**

- 28. a. i) Explain any four features of capital structure. 4
- ii) Calculate the earnings per share (EPS) of XYZ Company Limited. 4

XYZ Company Limited

Particulars	₹
Total funds used	45,00,000
Interest rate	10%
Tax rate	50%
Earning Before Interest and Tax(EBIT)	5,00,000
Debt :	
Case 1	Nil
Case 2	15,00,000
Case 3	25,00,000

Or

- b. What is meant by working capital? How is it calculated? (1+1+6=8)
Discuss any six determinants of working capital requirements.
