

APEEJAYSCHOOL PITAM PURA

CLASS XII BUSINESS STUDIES

FIRST TERM

MM: 80

Time: 3hrs

General instructions:

1. Answers to questions carrying 1 mark should be in one sentence.
2. Answers to questions carrying 3 marks should be from 50 to 75 words.
3. Answers to questions carrying 4-5 marks should be about 150 words.
4. Answers to questions carrying 6 mark should be about 200 words
- 5 draw diagrams wherever necessary.

1	It is very difficult to know the influence of a particular force on functioning of the business enterprise." Which feature of business environment is highlighted.	1
2	They don't sell what they can make, but they make what they can sell ". Explain the marketing philosophy to which this statement is related.	1
3	"There is no need of human resource planning as so many people are available in the market these days." Do you agree with this statement. Give any two reasons.	1
4	State the meaning of product identification function of packaging	1
5	Give the meaning of accountability as an element of delegation.	1
6	What is the aim of aptitude test in selection process.	1
7	Give two reason why principle of management do not provide readymade solutions to all problems	1
8	What is the main objective of simplification in scientific management?	1
9	What do you mean by non financial incentive? Explain any two of them.	3
10	What the concept and role of public relations in marketing management?	3
11	Management of Global Ltd. Fulfils all its objectives and the organization is able to work effectively and efficiently. It is using environment friendly methods of production and disposing off the waste material either by recycling it or using the same for landfill in such a manner that the aquatic life is not disturbed. Thus it also provides employment opportunities to the disadvantaged sections of the	3(1+2)

	<p>society.</p> <p>a) Identify and explain the objective of management of Global Ltd. Which it wants to fulfill by doing the above activities.</p> <p>b) State any two other objectives that the management of Global Ltd. Should fulfill.</p>	
12	<p>Your company has setup a a food processing unit in Kashmir with a production capacity of 1000 litres of apple juice per day. The company plans to market the apple juice in tetra pack of 100 milliliters. Design the label for the same.</p>	3
13	<p>Saumya is the principal of a school. She decides to take meeting of all the staff members in the conference hall. In a meeting she instructs admission department that in upcoming session the school will give admission to those students who secured more than 85% marks. She also assigns duties, authority &amp; creates accountability of the person whom work has been handed over. In addition to this, she tells to new teachers what is to be done &amp; what is not to be done in specific situations.</p> <p>(a) Name and define the types of plans highlighted in the given situation by quoting the lines from the question.</p> <p>(b) Name the process through which Saumya assigns duties, authority &amp; creates accountability of the person whom work has been handed over. Also explain any two points which highlight the importance of this process.</p>	3
14	<p>Madhu owns a successful restaurant. She is an autocratic leader. Madhu believes that highly motivated employees are very important. She employs three cooks in the kitchen, two people serving at tables and one person at the cash desk. All employees are paid the same weekly wage. Madhu wants to recruit a restaurant manager.</p> <p>(a) What is meant by an 'autocratic leader'?</p> <p>(b) Identify two advantages to a restaurant of having highly-motivated employees.</p> <p>(c) Identify and explain two factors that Madhu should consider when recruiting a restaurant manager.</p> <p>(d) Do you think that the motivation of the employees would increase if the new restaurant manager used a democratic leadership style? Justify your answer.</p>	4
15	<p>Kiran industries is a company manufacturing office furniture. The company choose to diversify its operations to improve its growth potential and increase market share. As the project was important many alternatives were generated for the</p>	4

	<p>purpose and were thoroughly discussed among the members of organization. After evaluating the various alternatives, Sukhvinder, The managing director of the company decided that they should add “Home interiors and furnishing as new line of business activity.</p> <p>a) Name the framework which the diversified organization should adopt to enable it to cope with the emerging complexity? Give two reasons in support of your answer</p> <p>b) State any two limitations of this framework</p>	
16	<p>Aakriti creations Ltd. was formed with purpose of manufacturing Indian wedding dresses. It provided its employees with training and development skills to increase skills and abilities of the employees. To have a better controlling system, the company organized a workshop in which a leading professor of IIM Ahmadabad was called he quoted “Analyzing deviation is one of the steps in the process of the functions of management in which deviation s in key area of business need to be attended more urgently as compared deviations in certain insignificant area. In a manufacturing unit, increase of ten percent in postal expenses can be taken as an acceptable range of deviation; however, a five percent increase in labour cost should be brought to the notice of the higher management at notice at once.”</p> <p>(a). Identify the function(s) of management referred above.</p> <p>(b). Enumerate the two ways through which the management analyze the deviations.</p> <p>(c)In one of the two ways identified above, increase of ten percent in postal expenses is acceptable range of deviation but increase of even five percent in labour cost is troublesome. Name it.</p> <p>(d).similarly , above mentioned increase of even five percent in labour cost should be brought to the notice of higher management.</p> <p>Explain this principle of management.</p>	4
17	<p>The employees in the sales department in ABC ltd have been working beyond their official hours of the company. They are unable to meet the orders of all the customers in time. Most of the managers in the company have to handle two or more territories and due to work pressure, there is lot of dissatisfaction among managers</p> <p>a) Identify which step of staffing process was not properly carried out</p> <p>b) What steps HR manager must take to ensure proper working of the sales department</p> <p>c) Explain next four steps of staffing process which is stated in para(a)</p>	4
18	<p>Action cancer Hospital launched Colo Rectal Cancer Camp. For this camp patients were invited for free checkup. And consultation. This event was popularized through newspaper and magazines, which carried information about special offer ,25% discount on selected tests and 50% discount on consultation</p>	4

	<p>a) Identify the three promotional tools being highlighted in above case. Quote lines from para to justify</p> <p>b) Explain the meaning and significance of promotional tool not highlighted above</p>	
19	Some learning opportunities are designed and delivered to improve skills and abilities of employees, whereas some other are designed to help in the growth of individuals in all respects identify and explain the two concepts	4
20	<p>Mr. Ankur Tripathi and some of his friends after completing their MBA course established a company under the name and title of ‘Rashtriyahit Limited’. In order to achieve his main objective, he concentrated on these points: to make employment opportunities available, to protect the environment from pollution and to sell good quality products at a reasonable price.</p> <p>To begin with Mr. Tripathi and his friends concentrated on price fixation. For this purpose, they tried to find out as to what would be the labour cost per unit. They also wanted to know about the number of labourers that would be needed to achieve a given target of production.</p> <p>In order to well organize their company they formulated some rules. It was absolutely essential for each and every employee of the company to stick to these rules. It was also notified that those persons who gave suggestions regarding better performance of the company will be given a hearty welcome.</p> <p>Identify and give meaning of the following facts mentioned in the above paragraph by quoting the lines.</p> <p>(a) Any single point regarding importance of management.  (b) One technique of scientific management.  (c) Two principles given by Henry Fayol.</p>	5
21	<p>Haya Ram is a famous chain selling a large variety of products in the Indian market. Haya Ram product include chips,biscuits,sweets and squashes. It charges comparatively higher prices than its competitors as it sells quality products. Besides it offers regular discounts to its customers and easy credit terms to retailers. It has five of its own retail shops. It also sells its products at various grocery stores. So the products are available at right place, at the right quantity and the right time. It regularly uses different communication tools to increase its sale</p> <p>The above para describes the combination of variables used by Hayaram to prepare its market offerings. Explain each of them.</p>	5
22	Two years ago Madhu completed her degree in food technology. She worked for sometime in a company manufacturing chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food prcessing unit for the same. She set the objectives and	5

	<p>the targets and formulated action plan to achieve the same. One of her objective was to earn 10% profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices etc. will be purchased on three months credit from farmers cultivating organic crops only. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as a Production Manager who decides the exact manner in which the production activities are to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year</p> <p>Madhu informed Mohan about her sales target different products, area wise for the forthcoming quarter. While working on the production table a penalty of Rs 100 per day for not wearing the caps, gloves and apron was announced.</p> <p>Quoting lines from the above para identify and explain the different types of plans discussed</p>	
23	<p>Arun is working in a multinational company in Gurgaon. He was running temperature for the last many days. When his blood was tested, he was found positive for dengue with a very low platelet count. Therefore, he was admitted in the hospital and a blood transfusion was advised by the doctors. One of his colleagues sent a text message about it to his immediate superior 'Mr. Narain'. 'Mr. Narain' in turn sent a text message to the employees of the organisation requesting them to donate blood for Arun. When the General Manager came to know about it, he ordered for fumigation in the company premises and cleanliness of the surroundings.</p> <p>(a) From the above para quote lines that indicate formal and informal communication.</p> <p>(b) State any two features of informal communication.</p> <p>(c) Identify any two values that are being communicated to the society in the above case.</p>	6
24	<p>TRILOK Ltd was established with a total capitalization of Rs 25.80 crores. Company maintained a good balance between debt and equity with a ratio 2:1. It was establish with a mission of generating employment producing quality goods with fair prices</p> <p>It hired qualified and experienced staff and even organized training programmes to improve the skill level of employees. Managers at different levels were of the opinion that decision should be taken at their own level. So they decentralized the authority till lowest level and restricts themselves to policy making</p>	6

	<p>At the end of financial year results were shocking-annual target of production of 3,00,000 units could not be achieved</p> <p>a) Name and define the functions of management practiced by managers  b) Which management function was totally ignored by the managers at different level what would be the benefit Trilok Ltd could get by adopting this MISSED FUNCTION.</p>	
25	Explain the major activities involved in physical distribution of goods	6