

KENDRIYA VIDYALAYA SANGATHAN

CHENNAI REGION

CLASS XII – COMMON PRE BOARD EXAMINATION

SUBJECT : BUSINESS STUDIES

TIME ALLOTTED – 3 HRS

MAX. MARKS – 90

GENERAL INSTRUCTIONS.

1. Answers to questions carrying 1 mark may be from one word to one sentence.
2. Answers to questions carrying 3 marks may be from 50 to 75 words.
3. Answers to questions carrying 4 – 5 marks may be about 150 words.
4. Answers to questions carrying 6 marks may be about 200 words.
5. Attempt all parts of a question together.

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- Q.1. Rani purchased an Induction Cooker from M/s. Aravind Enterprises. Due to electric defect in the appliance she suffered second degree burns. She wants to claim a compensation of Rs. 50 lakhs. Advise her as to which authority she must file her complaint. (1)
- Q.2. Radha wants to purchase a herbal medicine to provide relief against throat infection . The manufacturer of the medicine refuses to give information about the contents, the date of manufacture etc. Which Right of Radha as a consumer has been violated? (1)
- Q.3. Why are fixed capital needs higher in the case of computer industry than in case of a furniture manufacturing industry? (1)
- Q.4. What is the aim of financial management? (1)

- Q.5. A management function brings the management cycle back to planning. Name the function. (1)
- Q.6. State any 2 ways by which management aids in the development of society. (1)
- Q.7. An activity of management is concerned with orderly arrangement of group efforts to ensure unity of action in pursuit of a common goal. Name the activity. (1)
- Q.8. Which feature of management, principles is being highlighted by the following statement. "The application of management principles depend on situations prevailing at a particular point of time"? (1)
- Q.9. Why are Management Principles said to be behavioral? (1)
- Q.10. Define "Business environment." (1)
- Q.11. What is a basic aim of controlling function of management. (1)
- Q.12. State any one limitation of controlling. (1)
- Q.13. With reference to Capital Market state: (3)
- (a) Its two main parts,
 - (b) Participants in this market.
 - (c) Instruments traded.
- Q.14. State how planning promotes innovative ideas. (3)
- Q.15. How is an 'Informal Organization' formed? State any two disadvantages of such an organization. (3)
- Q.16. Some methods of training directly train employees at the actual work place.
- (a) Name such method of training.
 - (b) Briefly explain any 2 such methods of training. (3)
- Q.17. Explain any three functions of branding. (3)

- Q.18. Explain how controlling: (3)
- (a) motivates employees, and
 - (b) helps in achievement of goals?
- Q.19. From consumers' point explain why consumer protection is important . (4)
- Q.20. "To tackle uncertainty in respect of availability and timing of funds and to help in smooth functioning of an organization" a certain important function of financial management is required. Name the function and state any three points highlighting its importance. (1+3=4)
- Q.21. Explain three important leadership styles and also state where they are applicable. (4)
- Q.22. State and explain any 4 macro level factors related to production and distribution which have an impact on economic environment of India. (4)
- Q.23 Name the section of financial market which is a market for short term funds and deals in assets whose maturity period is upto one year. Also explain any two instruments traded in this market. (1+4=5)
- Q.24. What is the main function performed by a channel of distribution? Explain functions performed by middlemen in process of distribution. (1+4=5)
- Q.25. Anup is a manager in Delco Ltd., a firm manufacturing plasticware. (1+4=5)
- (a) What are the main functions performed by him?
 - (b) Anup is entrusted with the task of producing 1000 plastic sheets. The management advises him to hire an extra machine for the above mentioned purpose. But, he wants to produce the same using his existing workforce. He believes he can do so by motivating them and providing incentives like better wages and overtime facilities etc. He believes that this approach would be beneficial for both organization and workers. Do you agree with his decision? Which value practiced by Anup is highlighted by his decision ?

Q.26. Explain the following principles of management. (5)

- (a) Science not rule of thumb.
- (b) Espirit de corps.

Q.27. Explain the following. (1+2+3=6)

- (a) Name the simplest and shortest mode of distribution of goods from produce to consumers.
- (b) Name any two other methods of distribution of goods.
- (c) Explain any three factors which determine choice of channel of distribution.

OR

Explain the following.

- (a) Milk is sold in plastic sachets. Which level of packing is this?
- (b) Why is packaging important? Give any 3 reasons.
- (c) Explain how packing and labeling are different.

Q.28. (a) Name the decision of financial management relate to retained earnings.

- (b) Explain any five factors which affect such decisions.

OR

(1+5=6)

- (a) Name the decision of financial management which determines how much of funds are to be raised and from which source?
- (b) Explain 5 factors which affect such decisions.

- Q.29. (a) Suggest which type of organizational structure must a multi product company implement.
- (b) What is the other type of organizational structure which is suitable for large organization, which has diverse activities which require high degree of specialization? (6)
- (c) Differentiate between both on the basis of
- i. Formation
 - ii. Specialization
 - iii. Responsibility
 - iv. Cost

OR

- (a) Name the type of organization in which decision making authority lies with the top management.
- (b) As organization grow in size and complexity, which type of organizational set up becomes necessary? Name it. Also explain two ways in which it is important for an organization.
- (c) Differentiate between two structure on the basis of (a) Nature and (b) Purpose.
- Q.30. (a) A function of management begins with analysing the number of type of people required in an organization. Name this function.
- (b) Explain the various steps undertaken in this process of management. (6)

OR

- (a) What are the two major sources of recruitment?
- (b) Which source would you prefer if you were the Human resources manager. Give any four reasons for the same.
