

O. P. JINDAL SCHOOL, SAVITRI NAGAR

Periodic Test - I (2025 – 2026)

Class / Section: XII Comm.

Subject: Business Studies (054)

Name: _____

MM: 20

Time: 1 Hrs.

Roll No. _____

General Instructions:

1. *All questions are compulsory.*
2. *There is an internal choice.*
3. *Specific Instructions related to each Part and subdivisions (Section) is mentioned clearly before the Questions.*
4. *Candidates should read them thoroughly and attempt accordingly.*

1. When a consumer looks for FPO mark while purchasing a bottle of jam or hallmark when purchasing jewellery, which consumer responsibility has he kept in mind: 1
A. Assert yourself to ensure that you get a fair deal
B. Getting a proper receipt
C. Buy only standardised products
D. Be honest in your dealings
2. Identify the incorrect statement with respect to Consumer Protection in India. 1
A. It not only includes educating consumers about their rights and responsibilities but also helps in getting their grievances redressed
B. It not only requires a judicial machinery for protecting the interest of consumers but also requires the consumers to get together and form themselves into Consumer associations for protection and promotion of their interests.
C. It is the moral duty of any business to take care of consumers' interest and avoid any form of exploitation.
D. The provisions of Consumer Protection Act came into force from 1981.
3. Statement I: Labelling is also an important feature of the product. 1
Statement II: It not only protects the product but also serves as a promotional tool.
Alternatives
(a) Statement I is true and Statement II is false
(b) Statement I is false and Statement II is true
(c) Both the statements are true
(d) Both the statements are false
4. Consumers can ask anything regarding the date of manufacturing, MRP, etc, about the product that he intend to buy. Identify the consumer right highlighted in the above lines.
A. Right to be informed
B. Right to be assured
C. Right to be heard
D. Right to safety

5. Mr Sharma purchased a book from a bookseller and took the cash memo of ₹ 800 which he paid for the book. Later, he found that the actual price of the book is ₹ 720, but the bookseller had put a sticker of ₹ 800 on the original price. Can Mr. Sharma recover the extra money that he paid? What other options are available to him against bookseller? 3
6. Influenced by this advertisement, hundreds of students take admission in this institute. On taking admissions, the students learn that the campus shown in the advertisements was not the one that they were studying in and also that the institute is running only diploma and certificate courses, as it is not recognized by AICTE and therefore, cannot issue degrees. The placement statistics were also misleading. What steps should be taken by the students against these frauds? 3
7. Tikasha Ltd is a laptop manufacturing company. The company is spending substantial amount of money to persuade the target customers to buy its laptops through the help of various component of promotion mix. In the light of the above said case, explain the term 'promotion mix'. Also, explain its components. 4
8. As a project work in marketing management, the MBA students of IIM thought of preparing apple jam from the apples grown in their school premises and sell it in the school annual fair. They approached the principal who not only appreciated them but also gave his consent for the same. The school decided to donate 50% of the revenue generated from the sale to a nearby orphanage. After the school fair, the school also decided to extend this project by providing employment to visually challenged and disadvantaged sections of society on regular basis. 6
- (i) Explain any two product-related decisions which the students had to take.
- (ii) Suggest any two functions that the 'label' of the jam bottle must perform.
