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प्री-बोर्ड परीक्षा:2024-25
PRE-BOARD EXAMINATION: 2024-25

SUBJECT : BUSINESS STUDIES (054) **TIME: 3 HOURS**
CLASS : XII **MM : 80**

सामान्यनिर्देश/GENERAL INSTRUCTIONS:
1. This question paper contains 34 questions.
2. Marks are indicated against each question.
3. Answer should be brief and to the point.
4. Answers to the questions carrying 3 marks may be from 50 to 75 worlds.
5. Answers to the questions carrying 4 marks may be about 150 worlds.
6. Answers to the questions carrying 6 marks may be about 200 worlds.
7.Attempt all parts of the questions together.

Q.NO	SECTION-A		MARKS
1	Which financial decision is also known as residual decision?		1
	A) Dividend Decision	B) Capital Budgeting Decision	
	C) Financing Decision	D) Working Capital Decision	
2	The complaints filed in the State Commission are where the value of goods and services, along with the compensation claimed is:		1
	A) More than 20 lakhs but less than 1 crore		
	B) More than 1 crore but less than 10 crore		
	C) Less than 20 lakhs		
	D) More than 10 lakhs but less than 20 lakhs		
3	Which feature out of the following does not relate to Management as a Profession?		1
	A) Personalized application	B) Ethical code of conduct	
	C) Restricted entry	D) Professional association	
4	Considering their employees as the most important resource, the HR Department of Rachna Sagar Pvt. Ltd. had displayed the following in their corridors: We believe in the power of togetherness. Together We can and We will. Let each one of us bring forward the best of ideas we have.' Which principles of Management are being reflected in the statement of		

	Rachna Sagar Pvt. Ltd?		1
	A) Equity, Esprit De Corps	B) Esprit De Corps; Initiative	
	C) Equity; Initiative	D) Esprit De Corps; Scalar Chain	
5	 Identify the barriers may prevent a communication or filter part of it or carry incorrect meaning due to which misunderstandings may be created illustrated by the picture given above.		1
	A) Semantic barriers	B) Psychological barriers	
	C) Organisational barriers	D) Personal barriers	
6	Read the following statements carefully. Statement I: The CEO of the company is responsible for the welfare and survival of the organisation. Statement II: The CEO is not responsible for all the activities of business and its impact on society. Choose the correct option from the options given below:		1
	A) Statement I is true and II is false		
	B) Statement II is true and I is false		
	C) Both the statements are true		
	D) Both the statements are false		
7	As per the survey conducted by a group of researchers, people do not prefer BMW automobiles due to their features, shape or colour. These elements change every year as per the trend and the demand. However, they value what the name and logo represent to them elegance, exclusivity, freedom or performance. Which utility offered by BMW is being referred to?		1
	A) Functional benefit	B) Psychological benefits	
	C) Social benefits	D) Branding	
8	Which of the following statements is not correct with respect to 'Organisation Structure?		1

	A) Ensures coordination among human and physical resources	
	B) Ensures smooth flow of communication	
	C) Specifies relationship between people, work and resources	
	D) Establishes standards for controlling	
9	An automobile company is a leading manufacturing company in its segment. The company has decided to launch fully solar charged vehicles. This technology will cost the company 2,000 crores annually. When the relationship manager of the company was asked about the reason of bearing so much extra cost he replied that the company considered environmental friendly techniques as the only solution to increasing pollution. The company feels by bearing extra cost it is fulfilling its responsibility. Which concept of marketing management is being followed?	1
	A) Production concept / B) Product concept	
	C) Selling concept / D) Societal concept	
10	Read the following statements-Assertion (A) and Reason (R), and choose one of the correct alternatives given below: Assertion (A): Organising leads to a systematic allocation of jobs amongst the workforce and ensures specialisation. Reason (R): Organising leads to clarity in working relationships. Alternatives:	1
	A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)	
	B) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)	
	C) Assertion (A) is true but Reason (R) is false	
	D) Assertion (A) is false but Reason (R) is true	
11	The objective of is to determine the number of workers to be employed; frame suitable incentive schemes and determine labour costs.	1
	A) Time study / B) Motion study	
	C) Method study / D) Fatigue stud	
12	Match the following levels of packaging with their examples.	1

Column I	Column II
A. Milk packets in crates	(i) Primary Packaging
B. Shirt in cardboard box	(ii) Secondary Packaging
C. Ice-cream cup	(iii) Transportation packaging

	A) A(iii), B - (ii) C - (i) / B) A - (ij) B - (i) C (iii)	
	C) A - (i) B(iii), C - (ii) / D) A - (iii)B(i), C - (ii)	

13	The step in the process of 'planning' which is concerned with putting the plan into action, i.e. doing what is required is called:		1
	A) Implementing the plan	B) Follow-up action	
	C) Developing premises	D) Selecting an alternative	
14	Identify the statement that is not the correct explanation of Autocratic style of Leadership		1
	A) It assumes that reward or punishment both can be given depending upon the result.		
	B) This leader is dogmatic.		
	C) They exercise less control by using forces within the group.		
	D) Quick decision-making is facilitated		
15	Coordination is a and function as it is required at all the levels of Management and is the result of the conscious effort of the managers.		1
	A) continuous; pervasive	B) deliberate; continuous	
	C) pervasive; deliberate	D) pervasive; continuous	
16	The Trademarks Act, 1999 prevents the use of fraudulent marks on products and provides protection to the consumers against such products. The business concerns cannot copy or duplicate the registered trademarks of an existing company. Which dimension of Business Environment is referred to?		1
	A) Economic dimension	B) Legal dimension	
	C) Social dimension	D) Political dimension	
17	Read the following statements carefully. Statement I: Planning seeks to bridge the gap between where we are and where we want to go. Statement II: Planning provides some standards against which actual performance is measured. Choose the correct option from the options given below:		1
	A) Statement I is true and II is false		
	B) Statement II is true and I is false		
	C) Both the statements are true		
	D) Both the statements are false		
18	The Vice President Finance had called a meeting of the finance team to discuss the budget for the upcoming years. For the same, he had been working on a presentation to be shown which includes the financial data of the company for the past five years, graphical presentation of important financial ratios and some data of competitors collected from the secondary sources.		

	Which element of the Communication process is highlighted above?		1
	A) Noise	B) Media	
	C) Decoding	D) Encoding	
19	Which of the following is not a function of stock exchange?		1
	A) Pricing of securities		
	B) Safety of transaction		
	C) Holding securities in electronic form		
	D) Providing liquidity to existing securities		
20	The consumer organisation 'Consumer Unity and Trust Society (CUTS)' is located in:		1
	A) Delhi	B) Jaipur	
	C) Kolkata	D) Chennai	
21	State any three regulatory functions of Securities and Exchange Board of India (SEBI). OR State any three 'Development functions' of Securities and Exchange Board of India (SEBI),		3
22	COVID-19 pandemic brought about a drastic change in the health sector across the globe. To tackle the health hazard posed by COVID-19, washing of hands at frequent intervals and use of hand sanitizers was recommended. Due to sudden excessive demand, the retail stores and pharmacies already selling hand sanitizers, ran out of stock. To meet the excessive demand, many small entrepreneurs across the country started manufacturing hand sanitizers that would help not only to increase the availability of hand sanitizers but also ensure that people get it at affordable prices. Identify and discuss the Marketing Management philosophy highlighted above.		3
23	Life Insurance Corporation of India (LIC) deals in insurance and investments. It offers various pension plans, annuities, group schemes, special plans and unit-linked plans. Being a service sector industry, the distribution of its products and policies is done mainly through the insurance agents. For any Insurance policy, the policyholder has to pay a premium that is paid either annually, half-yearly, quarterly or in some cases monthly. The management decides the premium of every policy based upon different factors like age of policy holder, time period, etc. In order create awareness about its plans and to motivate people to take up the plans, LIC from time to time organizes exhibitions, sends its insurance agents to prospective clients and distribute bags, diaries, calendars, etc as gifts and incentives to the policyholders. By quoting relevant lines, state any three elements of Marketing Mix of LIC.		3

24	Define recruitment and state the steps in the recruitment process. OR Name the function of Management that initiates action in an organization. Discuss its importance.	3
25	With the 'Work from Home' gaining popularity during the Covid-19, the companies required the digital tools that could monitor employees in real time in order to track their productivity. A reputed company that wanted to use one such tool checked the market and found the applications such as StaffCop, Teramind, Hubstaff and TimeDoctor. All these include real-time activity tracking, can take screenshots of workers' computers at regular intervals, and record screens. After carefully analyzing the features of the different applications, they decided to opt for Hubstaff app as it suited their needs the best. (**a**) Identify the dimension of business environment that is being referred to in the above case. (**b**) By quoting the relevant line, identify one point of importance of business environment for the company, (**c**) Discuss any two features of Business Environment.	4
26	Identify the needs under Maslow's Need Hierarchy Theory in the given statements. (**a**)These needs are the primary needs like hunger, thirst, shelter. In the organisation, basic salary helps to satisfy these needs. (**b**) These needs provide security and protection from physical and emotional harm. Examples: job security, pension plans etc. (**c**) These needs refer to sense of belongingness, acceptance and friendship. (**d**) These needs include factors such as self-respect, status, recognition.	4
27	Mr. Deepak Kumar was the Managing Director of Trio Ltd., a textile firm. As on March 31, 2019 Trio Ltd. incurred a loss of ₹ 89.34 crores. Deepak Kumar was knowing about the poor financial performance of the company. However, this information was made public only on April 30, 2019. But before that, Deepak Kumar leaked this price-sensitive information to his wife and relatives who sold off 75,000 shares, held by his wife and a company jointly owned by his wife and few relatives in order to avoid losses. Mr. Deepak Kumar, his wife, and the company jointly owned by his wife and her father-in-law were found guilty. A penalty of 4,00,000 was imposed on each of them and Mr Deepak Kumar was barred from financial market for next three years. (a) Name the malpractice that Mr Deepak Kumar indulged in. (b) Name the Organization that is authorised to act against such malpractices taking place in Financial Markets.	

	(c) List any three objectives of the organization identified in part (b) above.	4
28	By clearly specifying the goals in advance, this function of management provides the direction to all the activities and sets the base for all other managerial functions.' (**a**) Identify the feature of one of the Functions of Management that is referred to in the above statement. (**b**) Also discuss three other features. OR A system of control presupposes the existence of certain standards which are laid down while performing one of the functions of Management. (**a**) What does the above statement tell about the importance of one of the functions of Management that acts as a prerequisite for Controlling. (**b**) Also discuss three other points of the importance of the function identified in part (**a**) above.	4
29	Rubina, who worked as the Production Executive in a reputed firm, joined the Mega Life Ltd. as the Chief Production Officer. Having an experience of over six years, she was aware about the responsibilities of the position she was now going to occupy. However, since the technology with which her new company worked was very advanced, so before taking up her regular post, she had to spend a month learning the new skills. Mega Life Ltd. also organized special workshop, open to all the employees through which they can enhance their communication and leadership skills. (**a**) Identify the two concepts of Management referred to in the above case. (**b**) Differentiate between the concepts identified above.	4
30	Briefly, explain the following functions of marketing: (**a**) Product designing and development (**b**) Standardisation and Grading (**c**) Marketing planning (**d**) Customer support services OR Pricing objectives are an important factor affecting the fixation of the price of a product or a service. Elaborate.	4
31	Read the statements given in point 1 and 2, and answer the questions that follow. Return on Investment is an important determinant of the company's ability to use Trading on Equity and thus the capital structure.' (**a**) What is meant by "Trading on Equity"	

	(**b**) When can a company take advantage of Trading on Equity? (**c**) When is the capital structure of a company optimal? 'Use of debt increases the financial risk of a business.' (**a**) What is meant by 'Financial Risk? (**b**) When is the firm's capacity to use debt higher?	6
32	Karan Construction Company got a project for the construction of a building that will house multiple corporate offices. The project started with establishing a baseline plan that shows how the project scope will be accomplished on time and within the budget. After discussing the base plan with the client, the project started. A quarterly reporting period was decided, during which the data on actual completion of the project and any changes in the schedule or budget were to be notified to the client. This would not only ensure that the project is going on as planned but will also help to take the necessary steps in time, thereby, not leading to any delay in completion of the project (**a**) Which function of Management is being performed in the case above? (**b**) Discuss its process.	3+3=6
33	This type of Organisation structure is suitable when an organisation grows and needs to add more employees, create more departments and introduce new levels of management. (**a**) Name the organisation structure that is referred to in the above lines. (**b**) Differentiate it from the other type of organisation structure on any five bases. OR Discuss the importance of that function of Management which leads to the creation of an organisational structure.	6
34	(**A**) Explain any two principles of scientific management from the following: (i) Science, not Rule of Thumb (ii) Development of Each and Every Person to His or Her Greatest Efficiency (iii) Harmony, not Discord (**B**) Distinguish between the contributions of Henri Fayol and FW Taylor on any three basis. OR (**A**) Explain any two techniques of scientific management from the following: (i) Motion Study (ii) Simplification of Work and Standardisation (iii) Fatigue study (**B**) Distinguish between 'Unity of Command' and 'Unity of Direction principles of management on any three basis.	6

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