

M-2

MODEL EXAMINATION
Business Studies Class XII

MM – 80

TIME – 3 HOURS

S.NO.	QUESTION	MARK
1	Naveen started a saree showroom in Mumbai, India. He wants to sell sarees in France but he understands that conditions are different in different countries. Identify the feature of business environment highlighted here : (a) Relativity (b) Uncertainty (c) Dynamic nature (d) Complexity	1
2	Yash is doing CA. He wants to do some training under some coach as to acquire real world knowledge and skills. He has two mentors with him. One mentor is from the college and the other is from the company. The idea is to give real knowledge about the corporate functioning. Identify the type of training involved : (a) Apprenticeship Programme (b) Internship training (c) Vestibule training (d) None of these	1
3	Sushant runs a software company. Now he wants to open a retail company. The size of organization is large and there is a need for higher degree of specialization. Identify the organizational structure here : (a) Divisional structure (b) Functional structure (c) Both (a) and (b) (d) None of these	1
4	In Rathi Steel Company the employees do the quality analysis in a neutral and fair manner. They are applying different techniques for achieving this aim. Some of these are personal observation, sample checking, etc. They are also keeping the units of measurement same to that of the units of set standards. Identify the step of controlling : (a) Taking corrective action (b) Measurement of actual performance (c) Comparing actual and standard performance (d) Analyzing deviations	1
5	Answerability of the subordinate about the final result of the assigned task. Identify the element of delegation. (a) Authority (b) Accountability (c) Responsibility (d) None of these	1
6	New issue market is also known as: (a) Stock market (b) Money market (c) Primary market (d) Capital market	1
7	Arun wants to start a TV manufacturing company. He has decided to make a blueprint for the amount of production it will do, the efforts behind promotion it will put and all other major actions it will undertake to achieve its objectives.	1

	Identify the function of marketing management. (a) Gathering and analyzing market information (b) Marketing planning (c) Transportation (d) Warehousing	
8	Which right states that a consumer has a right to get information while buying any good or service? (a) Right to safety (b) Right to be informed (c) Right to be heard (d) Right to seek redressal	1
9	Beauty Women is a leading cosmetic company which sell variety of products such as kajal, lipsticks, eyeliner etc. Identify the ingredients of marketing mix (a) Price (b) Place (c) Product (d) Promotion	1
10	When a customer shows proof of purchase he/ she is repaid a part of money paid by him as price. Identify the tool of promotion technique. (a) Advertising (b) Personal Selling (c) Sales Promotion (d) Public Relations	1
11	Kamini runs a designer boutique in Gurgaon. She's doing well in terms of profits. She wants to open branches in different parts of India. Identify the type of decision : (a) Financing decision (b) Investment decision (c) Dividend decision (d) None of these	1
12	Match the following: Column I A Production orientation B Customer value C Customer satisfaction D Survival, profits, and growth E Product sorting (a) (ii), (i), (v), (iii), (iv) (c) (i), (ii), (iii), (iv), (v) Column II (i) Relationship between benefits and the sacrifice (ii) Marketing management philosophy (iii) Fundamental objective of most businesses (iv) Grading (v) Value-based price are met or exceeded (b) (iv), (ii), (iii), (i), (v) (d) (v), (i), (ii), (iv), (iii)	1
	Read the following text and answer question no.13-16 on the basis of the same: Krishna and Saroj are both qualified CA and good friends. After obtaining a certificate of practice, they decide to pursue a career of their own choice. Krishna starts own practice in the city whereas Saroj joins a Government Company. They meet after a long time in a party. Krishna invites Saroj to visit his office and she accepts his invitation. She observes at his office that there is a fixed place for everything and everyone and it is present there so that there is no hinderance in the activities of the office . Also, Krishna always tends to replace 'I' with 'We' in all his conversations with the staff members. Later on Krishna shares with her	

	that he always deals with lazy staff sternly to send the message that everyone is equal in his eyes.	
13	Whether Management is _____ profession (a) Full fledged (b) Soon going to be (c) Not (d) None of these	1
14	“She observes at his office that there is a fixed place for everything and everyone” Identify the Principle of Management highlighted here (a) Equity (b) Order (c) Espirit De Corps (d) Unity of Command	1
15	“Krishna always tends to replace ‘I’ with ‘We’ in all his conversations with the staff members”. Which principle of Management is being highlighted here (a) Stability of Personnel (b) Equity (c) Espirit de Corps (d) None of these	1
16	“Krishna shares with her that he always deals with lazy staff sternly to send the message that everyone is equal in his eyes”. Identify the management principle. (a) Equity (b) Subordination of Individual interest to general interest (c) Scalar Chain (d) None of these	1
	Read the following text and answer question no.17-20 on the basis of the same:Over the years, e-business is growing as there is significant improvement in the Information Technology infrastructure over the last decade. For that Government has taken important steps in high-speed Internet connectivity. As a result, the broadband networks have not only become better but also more affordable. Additionally, Government is trying to make rural India connected through broadband – a great possibility for e-business to expand the retail market by reaching out to the most remote rural customer. Another catalyst strengthening the e-business segment is the country’s favourable demography. It has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in the year 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan, this promises for phenomenal increase in e-business. Moreover, the penetration of the smartphone in a large section of the population has aptly addressed the problem of compute illiteracy. Not withstanding the fact that consumers also prefer e-business due to multiple factors like convenience, time etc.	
17	“Over the years, e-business is growing as there is significant improvement in the Information Technology infrastructure over the last decade.” Identify the dimension of Business Environment (a) Technological Environment (b) Political Environment (c) Economical Environment (d) None of these	1
18	“For that Government has taken important steps in high-speed Internet connectivity.” Identify the dimension of Business Environment (a) Political Environment (b) Legal Environment	1

	(c) Both (a) and (b)	(d) None of these	
19	<p>“Another catalyst strengthening the e-business segment is the country’s favourable demography. It has more than 50% of its population below the age of 25 and more than 65% below the age of 35.” Identify the dimension of Business Environment</p> <p>(a) Demographic Environment Environment (c) Economical Environment</p>	<p>(b) Social (d) None of these</p>	1
20	<p>The various legislations passed by the Government administrative orders issued by government authorities, court judgments as well as the decisions rendered by various commissions and agencies at every level of the government— center, state or local comes under which dimension of business environment</p> <p>(a) Political Environment (c) Both (a) and (b)</p>	<p>(b) Legal Environment (d) None of these</p>	1
21	<p>Mohit is working as a production manager in a MNC which produces steel bottles. He set target 80 units per day. Recently he noticed that his team could not achieve the target production of 80 units per day. Instead on an average the production touched the target of only 65 units. On thorough analysis, he found out that the deviation between standard production and actual production is far beyond acceptable range, on overall analysis he also found out that there has been a marginal increase in office stationery expenses. Moreover, he detected that the machine installed for the purpose of manufacturing was not able to perform at its best. Being a management expert suggest Mohit how he should deal with the existing problem.</p>		3
22	Write process of staffing after a candidate gets selected.		3
23	Explain various steps in process of controlling?		3
24	<p>Explain work study as a technique of management.</p> <p>OR</p> <p>Write significance of Principles of Management.</p>		3
25	What do you mean by working capital and what are the types of working capital?		4
26	<p>Explain the importance of planning.</p> <p>OR</p> <p>Write features of planning.</p>		4
27	<p>Manan runs a medicine manufacturing company. The company chose to diversify its operations to improve its growth potential and increase market share. As the project was important, many alternatives were generated for the purpose and were thoroughly discussed amongst the members of the organization. After evaluating the various alternatives, Mohan, the Managing Director of the company, decided that they should add “cosmetics” as a 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 one reason in support of</p>		4

	your answer. (b) State any two limitations of this framework.	
28	State any four factors affecting the financial decision that is concerned with raising of finance using shareholders funds and borrowed funds	4
29	Why is the understanding of business environment important for managers? State any four points.	4
30	Lokesh and litesh are two friends. They started a business of making affordable housing societies named as Ashiyana homes for underprivileged people. People invested ` 3000 crore into this project. Later on, it was discovered that they it was an illegal business and conducted various fraudulent activities in the company. The SEBI has imposed a penalty of ` 400 crores on Ashiyana Homes Ltd. While imposing the penalty, the biggest in its history, Securities and Exchange Board of India (SEBI) said the company deserved “maximum penalty” for duping the common man. Its Prevention of Fraudulent and Unfair Trade Practices Regulations provides for “severe to severe penalties” for dealing with such violations. As per SEBI norms, it can impose a penalty of ` 25 crore or three times of the profit made by indulging in fraudulent and unfair trade practices and in the present case, the regulator has imposed a fine equivalent to three times of the illicit gains. In the context of the above case: (a) State the objectives of setting up SEBI. (b) Identify the type of function performed by SEBI by quoting lines from the paragraph.	4
31	What are the reliefs available to Consumers under the Consumer Protection Act. 2019? OR Explain any three rights of consumer under Consumer Protection Act 2019.	6
32	Star technologies are a design company which designs websites and mobile phone application. The company does mass recruitment each year from different colleges offering fresher level job to the final year students. This helps in recruiting the brightest and the best available talent in the educational institutions In context of the above case : (a) Identify the source of external recruitment adopted by the company. (b) Explain briefly any three advantages of using the external sources of recruitment.	6
33	Seema runs a utensils manufacturing company. She earned ` 500 crore out of this business. She doesn't know how to appropriate these profits. Discuss any five factors which will help him in taking this decision. OR Hemant, a businessman, is engaged in the purchase and sale of bread. Identify his working capital requirements by giving reasons to support your answer. Now, he is keen to start his own bread factory. Explain any two factors that will affect his fixed capital requirements	6
34	Deepak Shah purchased a car for Rs. 19 lakhs from an automobile company and	6

<p>found its engine defective. Despite many complaints the defect was not rectified. He filed a case in the District forum but he was not satisfied with the orders of the District forum and decided to appeal. Which right did he exercise? Suggest him the next higher authority where he could appeal against the decision of the District Commission? Explain the redressal machinery under Consumer Protection Act,2019.</p>	
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