

KENDRIYA VIDYALAYA SANGATHAN: CHENNAI REGION
CLASS XII COMMON PRE-BOARD EXAMINATION 2016-17

BUSINESS STUDIES

TIME: 3 HOURS

Marks:80

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 50-75 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.

1. At which level of management are the managers responsible for maintaining the quality of output and the safety standards? 1
2. Name the plan which provide the prescribed way in which a task has to be performed considering the objective. 1
3. The production manager of Hiba Limited conducted work study for the determination of Standard time to be taken for producing one unit. Identify the step of controlling process. 1
4. Name the concept which relates to assessing of the present and future requirements of the workers. 1
5. “ Superfast Limited” specialises in fast delivery of the grocery items and helps the business firms make sure that the perishable goods are made available to the customers at the right time, at the right place.
State with reason whether the working capital of “ Superfast Limited” will be high or low? 1
6. What is insider trading? 1
7. This Diwali LOFO company gives the offer to their customers 2GB data at 3G speed for a month, for ₹395 instead of ₹450. Identify the sales promotion activity highlighted in the above case. 1
8. Ozone Company is a famous soap brand which innovates new features in their products. They introduced many new flavours and ranges like mint, blackberry etc. which will increase the sale. Identify the marketing management philosophy followed by Ozone Company? 1
9. State the three basic conditions an individual must fulfil to be able to ask for relief from business firm or file a complaint against defective products or deficient services. 3
10. Mahesh a supervisor in a factory , always keeps strict watch on the activities of the subordinates which leads to more productivity and profitability . He take decisions by himself without consulting the subordinates.
 - a. What kind of leadership style is followed by Mahesh ?
 - b. Under which circumstances this style should be followed ? 3

11. Rahul a manager, wants to make training of employees to be easier . he wants that employees should focus on a limited range of skills only. Further, he wants to maximize efficiency by avoiding duplication of efforts. By quoting the lines, which type of organisation structure would you recommend for his organisation? Give any two reasons in support of your answer. 3
12. The main objective of any organisation should be to utilise human and material resources to the maximum possible advantage. Explain the organisational objectives in the light of the above statement. 3
13. Explain in brief the concept of work study. 3
14. What is meant by consumer protection? State any three points of importance of consumer protection from the point of view of the customers. 4
15. “To protect the interest of investors and to promote the development of securities markets, are the main objectives of SEBI”. Elaborate 4
16. “The electronic book of holding and transferring securities has eliminated the problems of theft and forgery.” Identify the concept indicated in the above statement. Also discuss the advantages of the method of trading in which such electronic securities are dealt. 4
17. Explain any four measures to overcome the barriers to overcome communication effectiveness 4
18. The Vice President of ‘Ding Dong Enterprises’ decided long term organisational objectives. The Divisional Managers formulated short term plans for implementing long term plans and policies formulated by top level. Supervisors formulated day to day plans. Planning is done at each level.
- Identify the characteristic of planning in the above paragraph.
 - Identify the framework which is deliberately created to implement the plans of the organisation. Discuss any one limitation of such a framework.
 - State the value being followed by the supervisors of the company. 4
19. In America a few large scale retail stores have been established wherein there is large electronic touch screen display of products available for sale. The customers just needs to register themselves and select the products, give the quantity required, in the electronic basket. The order is placed therein. The packed products are are seen available at the counter after specified period. Then payment is paid electronically.
- Which two dimensions of business environment are mainly highlighted in the above case? 4
20. Identify the Maslow’s hierarchy need highlighted in the following statements.
- Receipt of appreciation letter from HRD Minister on Teacher’s day to get recognition
 - Motivation like pension plans and job security.
 - The need which relates to career opportunities.
 - The which satisfies human sentiments like love and friendship.
 - The need to maintain human life. 5
21. “A good plan doesn’t always guarantee Success”. In the light of this statement explain any five limitations of planning. 5

22. The machines of Textile India Ltd have become obsolete because of technological advancements. The company wants to upgrade its machines, which requires huge investment. The company approached primary market to meet its requirement by the way of issuing debentures. However the company concealed the fact about its existing high-level fixed operation costs.

- a. identify the kind of decision, which the company undertook when it decided to upgrade its machines.
- b. Discuss any two methods through which the company can raise money from the primary market.
- c. Identify the two values that were ignored by the company. 5

23. 'It involves a variety of programmes designed to promote or protect a company's image and perform various functions.'

- a. Identify and explain the concept given in the statement.
- b. Discuss its functions. 6

24. In order to improve the quality and quantity of output and provide job satisfaction to the employees, Plasma Limited adopted various ways of training as follows.

- I. Ms. Neeta was to provide machinery identical to that in use at the actual work place to practice on.
- II. Ms. Asha was asked to work under the guidance of an expert for specific period so that she could learn a particular skill by observation and practice.
- III. Mr. Pankaj was working in the company so that he could practice the theoretical knowledge acquired by him from his college.

- a. Identify various methods of training adopted by the company.
- b. Distinguish between Training and Development on any three bases. 6

25. An organisation does not follow all the principles of management. You as a Management Consultant, are required to guide the managers of the organisation about adverse effects of each of the following principles on the organisation. Support your answers with the help of examples.

- a. Unity of Command
- b. Order
- c. Stability of personnel 6