

D.A.V. INSTITUTIONS, CHHATTISGARH

SAMPLE QUESTION PAPER-05: 2023-24

CLASS –XII

SUBJECT: BUSINESS STUDIES [054]

Time Allowed: 3 Hours

Maximum Marks: 80

General Instructions:

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

1	A Production Manager was able to produce the desired output with minimum cost but not within the required time. In this case the manager was (a) Effective only (b) Efficient only (c) Both A and B (d) None of these	1
2	Through _____ Management helps individuals to develop team spirit, cooperation and commitment to group success. (a) Coordination (b) Supervision (c) Controlling (d) Motivation and leadership	1
3	The process by which a manager synchronizes the activities of different department is known as _____ (a) Coordination (b) Cooperation (c) Organising (d) Supervision	1
4	On which date PM modi announced demonetization? (a) 12 November 2016 (b) 8 November 2016 (b) 18 November 2016 (d) 20 November 2016	1
5	Obstacles to Privatization are (a) Opposition by Laborers' (b) Problem of finance (c) Political pressure (d) All of the These	1

6	<p>“Trends refers to changes and inclination towards new product and services” this statement describe significant effect of which environment on Business?</p> <p>(a) Economic environment (b) Social Environment</p> <p>(c)political environment (d) None of the above</p>	1
7	<p>Assertion (A) The Business environment help in understanding the threats which are likely to happen in the future.</p> <p>Reason (R) Environment awareness can help manager to identify various threats on time and save as an early warning signal.</p> <p>(a) Both A and R are true, and (R) is the correct explanation of A.</p> <p>(b) Both A and R are true, but R is not the correct explanation of (A)</p> <p>(c) A is true, but R is false</p> <p>(d) A is false but R is true</p>	1
8	<p>_____ involves a variety of programs designed to promote and protect a company image and its individual products in the eyes of the public.</p> <p>(a) Advertising (b) Personal selling</p> <p>(b) Publicity (d) Public relation</p>	1
9	<p>The firm can charge high price of their product, when the product has</p> <p>(a) Low demand and utilities low</p> <p>(b) High demand and high utilities</p> <p>(c) When competition is high</p> <p>(d) All of the above.</p>	1
10	<p>Availability and affordability of the product were considered to be the key to the success of a firm. Identify the concept of marketing management highlighted by this statement.</p> <p>(a) Production concept (b) Societal concept</p> <p>(c) Product concept (d) Marketing concept</p>	1
11	<p>Eureka Forbes uses its own sales force. Which types of distribution channel is used by Eureka forbes?</p> <p>(a) Zero level (b) one level (c) two level (d) Three level</p>	1
12	<p>In order to get feedback about its new product launch, Taggi limited conducted an online survey through a short questionnaire, Identify the marketing function being mentioned in the above line.</p> <p>(a) Gathering and analyzing market information</p> <p>(b) Marketing planning</p>	1

	<p>(c) Product designing and development (d) Packaging and labeling</p>	
13	<p>Under which of the following methods securities are not issued directly to the public but are offered through intermediaries like issuing houses or stock brokers?</p> <p>(a) Offers through Prospectus (b) Offers for sale (c) Private placement (d) E-IPO</p>	1
14	<p>_____ is manipulating the market price of share by increasing or decreasing their price</p> <p>(a) Price rigging (b) Insider trading (c) Private placement (d) Fluctuation</p>	1
15	<p>Funds raise through commercial paper are used to meet the floatation cost are known as</p> <p>(a) Equity financing (b) Bridge financing (c) Debt financing (d) None of these</p>	1
16	<p>Controlling is pervasive function because it is performed</p> <p>(a) In all organization whether profit making or non Profit making (b) At all level of management to ensure the work at every stage is performed. (c) Goal oriented (d) Both A and B</p>	1
17	<p>“Taking corrective action’ is the final step in the process of controlling , in which the managers takes corrective measures to bring back everything on track. Sometimes even after best efforts. If deviations cannot be corrected then what should be done ?</p> <p>(a) Revise the standards (b) Fire the managers (c) Shut the company (d) None of the above</p>	1
18	<p>Debt is considered to be cheaper than equity because for borrowers interest on debenture is a _____ while dividend on equity is not .</p> <p>(a) Exempt from tax (b) deductible expenditure (c) Non- deductible expenditure (d) None of the above</p>	1
19	<p>Arrange the following steps in the process of organizing in the correct sequence</p> <p>(a) Assignment of duties</p>	1

	<p>(b) Department of duties (c) Identification and division of work (d) Establishing reporting relationship. (A) A, b, d, c (B) c, b, d, a (C) c, b, a, d (d) b, c, a, d</p>	
20	<p>Name the concept that refers to the number of subordinates that can be effectively managed by a superior and determines the number of level of Emanagement in organization.</p> <p>(a) Organization structure (b) Span of management (c) Hierarchy of authority (d) Delegation of authority</p>	1
21	<p>Captcha Ltd. Is a construction company in which all the employees learn various ways of dealing with diverse situation from their seniors. Company provides financial as well as non- financial incentives. This helps the employees to grow and develop their abilities. The organization behaves as a responsible constituent of society and always creates good quality product. It has a positive image in the market. The training modules are excellent and the employees always try to find unique ways of providing solutions in the context of rapidly changing business environment. This has helped the organization to adjust smoothly.</p> <p>Identify and state three point of importance of management being highlighted here.</p>	3
22	<p>Explain any three points of importance of controlling function of management.</p> <p style="text-align: center;">OR</p> <p>Enumerate any three advantage of management exception which is used by manager in analyzing deviation.</p>	3
23	<p>State any three Function of stock exchange.</p> <p style="text-align: center;">OR</p> <p>State the first three steps involved in the screen – based trading for buying and selling of securities.</p>	3
24	<p>Resolution Pvt. Ltd. Is a publishing company. Its book on Business studies for class 12 is in great demand. As a result the employees in the marketing department are always racing against time as they have to work overtime and on holidays as well to cater to the demand. The work stress has led to dissatisfaction among the employees of the marketing department.</p> <ol style="list-style-type: none"> 1. Name and explain the step of staffing process which has not been performed properly. 2. Also explain immediate next step in the process of staffing. 	3

25	<p>Managers in Surya enterprises, faced lot of issue due to barriers in communication leading to creation of an environment of distrust and misunderstanding.</p> <p>Suggest and four measures to improve communication effectiveness in Surya enterprise.</p>	4
26	<p>Explain the following features of Directing</p> <p>(a) Directing initiates action. (b) Directing is a continuous process.</p> <p style="text-align: center;">OR</p> <p>Explain the following leadership styles:</p> <p>(a) Autocratic leadership. (b) Laissez faire leadership.</p>	4
27	<p>State any four limitations of using internal source of recruitment.</p> <p style="text-align: center;">OR</p> <p>State any four commonly used source of recruiting employees from outside the organization.</p>	4
28	<p>Mr. Akshay is a 20 year old college student Purchased a book online from XYZ Pvt. Ltd. And when it was delivered, he noticed that there was no MRP mentioned on it. He browsed the internet and found that the book was sold at different prices in different places. He filed a case in District forum against the publisher. The court held in favor of Akshay and awarded a compensation of ₹10,000.</p> <p>(a) Identify and state the consumer right violated in the above case. (b) Name and explain the right exercised by Mr. Akshay.</p>	4
29	<p>Indian equity Market are going through a phase of boom. There is a huge growth potential for innovative technologies. This has resulted in lots of new ventures vying for a market share and old enterprises trying to keep up with the pace with which changes are taking place in the economy. This technological innovation has helped even smaller business to compete on a global scale.</p> <p>Identify and explain the three factors highlighted above which affect the working capital requirement of such enterprises..</p>	4
30	<p>Dhaval Acharya, after acquiring a bachelors degree in Hotel management joined his father chain vegetarian restaurants in Ahmednagar. Being young and enterprising he suggested his father to add a new section of vegetarian bakery items which required an investment of 5 crores . His father Mr. Aariketh Acharya suggested him to take the decision with caution and understood everything comprehensively as bad decision may</p>	4

	<p>damage the financial fortune of business.</p> <p>Identify the decision suggested by Mr. Aariketh Acharya. State by giving any three reasons as to why he must have advised his son to take decision with caution.</p>	
31	<p>Read the statement given in point (i) and (ii) answer the question that follows.</p> <p>(i) An organization does not provide the right place for physical and human resources in an organization.</p> <p>(a) Which principle is violated here?</p> <p>(b) What are the Consequences of it ?</p> <p>(ii) Ms. Sarah, a manager in charge of project assignment, consistently favors her close friends by assigning them high profile projects, even when there are more qualified employees available.</p> <p>(a) Which principle of management was violated by Ms. Sarah?</p> <p>(b) What are the positive impacts of following the above identified principle?</p>	6
32	<p>Discuss any four points highlighting the importance of delegation for an organization.</p>	6
33	<p>Lenevo Ltd. Is a laptop manufacturing company. The company is spending substantial amount of money to persuade the target customer to buy its laptop through the help of various component of promotion mix</p> <p>In the light of the above said case, explain the term “Promotion mix”. Also explain its components.</p>	6
34	<p>(i) Explain any two importance of planning from the following-</p> <p>(a) Planning establishes standards for controlling</p> <p>(b) Planning promotes innovative idea</p> <p>(c) Planning provide direction</p> <p>(ii) Differentiate between single use plan and standing plan on any three basis.</p>	6

