

Sample Questions 2020-21

Class 12th

Business Studies (054)

MM – 80

Time: 3 Hours

General Instructions:

**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 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.**

## Questions

Q		Marks
1	Management is essential for the organisations which are (a) Non-profit organisations (b) Service organisations (c) Social organisations (d) All of the above	1
2	'Twinkle Stars' is a well-known resort for organising parties, especially for children. However, in the past 6 months its popularity has reduced considerably as a new resort with better ambience and facilities has opened within its vicinity. Name the related feature of the	1

	business environment which has influenced the business of 'Twinkle Stars' adversely. (a) Totality of external forces (b) Dynamic nature (c) Interrelatedness (d) Uncertainty	
3	People in the organisations carry out diverse tasks with the aim to achieve (a) Different objectives (b) Common objectives (c) Both of the above (d) None of the above	1
4	Digi Locker is the country's first secured cloud-based platform for the storage, issuance and verification of documents with the Driving License & Vehicle Registration System of the Road Transport Ministry. The integration of a government department with Digi Locker since its launch last year is one of the biggest of its kind. It will spare 1 person the trouble of carrying licenses & vehicle papers, which can be accessed on phones using the Digi Locker app. Identify the related dimension of the business environment. (a) Economic dimension (b) Technological dimension (c) Social dimension (d) Political dimension	1
5	Management is considered important because (a) It helps an organisation to adapt to the changes (b) Seeks to integrate individual efforts (c) It helps in development of the society (d) All of the above	1
6	According to a report by the India Staffing Federation (ISF), India has emerged as the fifth largest market worldwide in flexi-staffing in 2018 and the country would have 6.1 million flexi-workforce by 2021. It showed that Haryana, Gujarat, Karnataka, Madhya Pradesh and Telangana are the states with high growth potential for flexi-staffing but Andhra Pradesh tops the list of states with favourable business environment. Identify the feature of business environment being discussed above, (a) Relativity (b) Dynamic nature (c) Uncertainty (d) Interrelatedness	1
7	On 8th November 2016, with the announcement from Government of India, all the ₹500 and ₹1,000 banknotes of the Mahatma Gandhi series ceased to be a legal tender. The government also announced the issuance of new ₹500 and ₹2,000 banknotes in exchange for the demonetised banknotes. Identify the concept being described in the above lines. (a) Globalisation (b) Liberalisation (c) Demonetisation (d) Privatisation	1
8	Which of the following is a technique used for measuring actual performance? (a) Random sampling (b) Personal observation (c) Performance reports (d) All of the above	1

9	Which of the following is not a feature of planning? (a) Planning is futuristic. (b) Planning is pervasive. (c) Planning establishes standards for controlling. (d) Planning focuses on achieving objectives.	1
10	Reducing the workers, absenteeism in a factory by 20% is an example of (a) Quantitative standard (b) Qualitative standard (c) Deviation (d) None of the above	1
11	Authority arises from (a) Responsibility (b) Formal position (c) Accountability (d) All of the above	1
12	Shaan Limited is offering a travel package for 15 destinations around India with free insurance on the bookings for the month of December, 2020. Identify the feature of marketing being described in the above lines. (a) Needs and wants (b) Creating a market offering (c) Customer value (d) Exchange mechanism	1
	Answer the questions from 13-16 on the basis of information given:  The capital market is divided into two parts - Primary market and Secondary market. The primary market is also known as the New issue market. It deals with the new securities being issued for the first time.	
13	Which of the following is not an investor in the primary market are a. Banks b. Financial institutions c. Mutual funds d. RBI	1
14	Which one of these is offered in the primary market A. e-IPOs B. Ordinary shares C. Preference shares D. Mutual Funds	1
15	What is the other name for the secondary market being referred to: A. Unit Trust of India B. Stock Market C. National Securities Depository Ltd D. Life Insurance Corporation of India	1
16	Which of the statement is true for the secondary market A. Ownership of existing securities is exchanged between investors B. Securities are issued by the company directly C. Only buying of securities takes place here	1

	D. Prices of the shares are determined by the company	
	On the basis of the information given here answer the questions from 17-20. "Though branding and packaging adds cost, it provides several advantages to the consumer and the consumer."	
17	Which of the given is not an advantage of branding? A. Status symbol for the customers B. Ensures Quality C. Helps in advertising D. Providing information required by the law Ans. D. Providing information required by the law.	1
18	Which of these is a characteristic of a good Brand name A. Should be easily changeable B. It should not suggest the product being sold C. Should be short and easy to pronounce D. It should be very common in nature	1
19	A tube of shaving cream comes in a cardboard box. This is an example of _____ A. Primary packaging B. Secondary Packaging C. Transportation Packaging D. All of these	1
20	Which of these is not an importance of packaging? A. Product protection B. Product identification C. Brand Creation D. Product Differentiation	1
21	Rashi Ltd is facing a lot of problems these days. It manufactures electrical items like TV, radio, etc. The company's margins are under pressure and the profit and market share is declining sharply. The production department blames marketing for not meeting the sales target and the marketing team blames the production team for producing low quality goods. The finance department blames both the production and marketing department for the fall in investment and declining market share. What quality of management do you think the company is lacking? Explain its importance by giving any three points.	3
22	Micro Ltd is a reputed company of India and is facing difficulties in introduction of machinery and new technology. The company is facing internal resistance from the informal groups who are pressuring the company to work against the organisational goals. You are the HR manager of the company, what would you advise to deal with the formation of this informal group within the organisation?	3
23	Explain the meaning and nature of controlling.	3
24	Explain the functions of a financial market.	3
25	Ramesh Chand is a manager in a company using highly sophisticated machines and equipment. He wants that the new and old employees who start working on those machines should be fully trained before using such machines.	4

	What best training method would you suggest so that employees can learn the process.	
26	<p>The Eshtyle watch company is well known for its stylish watches. It performs various activities like market analysis, product designing, packaging, warehousing, labeling, advertising, pricing, promotion, and sales. The company maintains good customer relations through various customer service activities.</p> <p>(i) Name the concept related to the activities mentioned above. (ii) Explain any two features of the activity identified above.</p>	4
27	State whether controlling is a goal-oriented process or an action-oriented process.	4
28	What are the advantages of functional structure?	4
29	<p>Explain the role of financial management? or explain the role of a financial manager? OR Explain the role of financial management? or Explain the role of a financial manager?</p>	4
30	Explain the meaning and concept of consumer protection act 1986.	4
31	What is the difference between principles of science and principles of management?	6
32	<p>A printing company wants to increase profits by purchasing new high-speed machines or increasing sale price or using the waste materials to produce shoe and boot mat. It is decided that using waste material to increase the profit is the best solution for the company.</p> <p>(a) Identify the concept of management involved. (b) Mentioned the steps involved in the above process by quoting the lines from the question. (c) To complete the process of the concept identified in (a), what future steps does the manager have to take?</p>	6
33	<p>Esha started a company called 'Fashion Wrap.' with ten employees to gift pack items for their clients in an attractive and fashionable manner called it new style wrapping. The company did very well in its initial years. As the product was good and marketed well, the demand went up. To increase production, the company decided to recruit additional employees. Esha, who was earlier taking all the decisions for the company, had to selectively disperse the authority. He believed that people are competent, capable and resourceful and can assume responsibility for the effective implementation of their decisions. This paid off and the company was not only able to increase its production but also expanded its product range with different features.</p> <p>(a) Identify the concept used by Esha through which he was able to steer his company to greater heights. (b) Also explain any three points of importance of this concept.</p>	6

34	<p>Amba Rani works as a corporate event coordinator in an event management company. She has been made an overall official in charge for organizing a marriage ceremony for one of the clients of the company. To ensure that the ceremony takes place successfully, she identifies the various activities involved and divides the whole work into various task groups like invitation, decoration committee, and reception committee. In order to facilitate coordination within and among committees, she appoints a supervisor of each group. Each member in the group is asked to report to their respective supervisors and all the supervisors are expected to work as per Amba's orders. In context of the above case:</p> <p>(a) Identify the function of management being performed by Amba Rani. (b) Describe briefly the various steps involved in the performance of the function of management as identified in part (1) of the question.</p>	6
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