

Sample Questions 2020-21

Class 12th

Business Studies (054)

MM – 80

Time: 3 Hours

General Instructions:

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- 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.**

Solutions

1	Answer. (b) Organising	1
2	Answer. (b) Social dimension and Economic dimension	1
3	Answer. (d) All of the above	1
4	Answer. (c) Economic dimension, Technological dimension and Social dimension	1
5	Answer. (b) Different levels in the organisation	1
6	Answer. (a) Legal dimension and Social dimension	1
7	Answer. (b) Privatisation	1
8	Answer. (c) Both (a) and (b)	1

9	Answer. (c) Objectives	1
10	Answer. (c) It helps in improving employee motivation.	1
11	Answer. (a) Increases	1
12	Answer. (b) Production concept	1
13	Answer. D. All of these are the objectives of SEBI	1
14	Answer. A. Developmental function	1
15	Answer. D. People having secret information of the company	1
16	Answer. C. Regulatory function	1
17	Answer. D. Cost of per person reach is very low	1
18	Answer. D. Makes Shopping difficult.	1
19	Answer. B. Should be able sell any how	1
20	Answer. C. He should have technical knowledge about the product	1
21	<p>The concept of management which is followed is Cooperation. Since the workers help each other and the general environment in the company is of cooperation. The advantage of cooperation is that there is satisfaction within the employees in its presence.</p> <p>The concept of management which is violated is Coordination. They hardly know how to make their work synchronized as a team. One disadvantage of not following coordination is the wastage of effort and time.</p>	3
22	<p>(a) External (b) External (c) Internal</p>	3

23	<p>Answer. - The given statement is not true. Because controlling is both a backward looking as well as a forward-looking function</p> <table border="1" data-bbox="264 344 1248 774"> <tr> <td data-bbox="264 344 610 774"> <p>Controlling is both a backward looking as well as a forward-looking function</p> </td> <td data-bbox="610 344 1248 774"> <p>Controlling is like doing a post-mortem of past activities which helps in finding deviation from predetermined standards. So, in this way controlling is a backward-looking function.</p> <p>Example:</p> <p>An AC manufacturing company will try to know the reasons for lack of demand in the previous year so that it can estimate the future demand to avoid excess production.</p> </td> </tr> </table>	<p>Controlling is both a backward looking as well as a forward-looking function</p>	<p>Controlling is like doing a post-mortem of past activities which helps in finding deviation from predetermined standards. So, in this way controlling is a backward-looking function.</p> <p>Example:</p> <p>An AC manufacturing company will try to know the reasons for lack of demand in the previous year so that it can estimate the future demand to avoid excess production.</p>	3								
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25	<p>Two types of selection tests:</p> <p>Intelligence tests. Such tests are designed to check the level of intelligence of the candidates. It reflects the learning ability of an individual along with his ability to make judgments and decisions.</p> <p>Aptitude test. Aptitude test is designed to measure the potential of an individual for learning new skills. It reflects the candidate's capacity to develop in the future.</p>	4		
26	<p>Answer:</p> <ol style="list-style-type: none"> 1. Labelling 2. Functions of Labelling: <p>Identification of product/brand. A label helps in identifying and differentiating the product or brand from other similar types of products or brands produced by the company as well as by the competitors.</p> <p>Grading of products. With the help of labels, products can be graded and put in different categories. For example, Brooke Bond Red Label Tea, Brooke Bond Yellow Label Tea, Green Label Tea, etc. Marketers assign different grades to different features or different qualities of the product.</p> <p>Providing information required by Law. Labelling also provides statutory warning or important information as required by law.</p>	4		
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30	<p>Answer. consumer rights</p> <table border="1"> <tr> <td data-bbox="263 1045 591 1545">(a) Right to safety</td> <td data-bbox="591 1045 1250 1545"> <p>Consumers have the right to be protected from such products which are unsafe and hazardous to life and health.</p> <p>A consumer should buy only standardized products which conform to safety norms as prescribed by the law.</p> <p>Example:</p> <p>While buying electrical appliances, a consumer should buy isi mark products only. This mark provides safety from electric shocks.</p> </td> </tr> <tr> <td data-bbox="263 1545 591 1820">(b) Right to be informed</td> <td data-bbox="591 1545 1250 1820"> <p>a consumer has the full right to get information about each and every fact related to a product like the quality, quantity, price, date of manufacture, date of expiry, direction to use, ingredients, purity etc.</p> </td> </tr> </table>	(a) Right to safety	<p>Consumers have the right to be protected from such products which are unsafe and hazardous to life and health.</p> <p>A consumer should buy only standardized products which conform to safety norms as prescribed by the law.</p> <p>Example:</p> <p>While buying electrical appliances, a consumer should buy isi mark products only. This mark provides safety from electric shocks.</p>	(b) Right to be informed	<p>a consumer has the full right to get information about each and every fact related to a product like the quality, quantity, price, date of manufacture, date of expiry, direction to use, ingredients, purity etc.</p>	4
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	<p>(c) Right to choose</p>	<p>Marketers should offer a wide variety of products (on the basis of size, color, design, brand, prices etc.) to the consumers and allow them to make choices out of the offered products.</p> <p>Thus, a consumer enjoys 'freedom to choose' in the form of a right.</p>	
	<p>(d) Right to be heard</p>	<p>Every consumer has the right to file a complaint in case he feels cheated, dissatisfied or defrauded.</p> <p>Business organizations have also set up their grievances cells to entertain consumer complaints.</p>	
	<p>(e) Right to seek redressal</p>	<p>This right secures justice to the consumers in case product or service falls short of expectations.</p> <p>The consumer may get redressed in the form of replacement of product, removal of defect compensation for any loss or injury.</p>	
<p>31</p>	<p>(a) Taylor's principle Cooperation not individualism</p>	<p>There should be complete cooperation between the workers and the management instead of individualism.</p> <p>For this management should welcome suggestions from employees.</p> <p>Workers should not go on strike and make unreasonable demands on the management.</p>	<p>6</p>

	<p>(b)Fayol's principal Initiative</p> <p>Initiative means taking the first step with self-confidence.</p> <p>Workers should be encouraged to carry out their plans for improvements.</p> <p>A good company should have an employee suggestion system, whereby initiative/suggestions which result in substantial cost/time reduction should be rewarded.</p> <p>Example:</p> <p>Before finalizing any plan, the managers must welcome the suggestions and ideas of employees.</p>	
32	<p>Planning is the function of management being referred.</p> <p>Three limitations of the planning function of management are:</p> <p>Rigidity. One of the limitations of planning is rigidity. The existence of a plan puts the managerial activities in a rigid framework. Programmes are carried out according to the plan and deviations are considered to be highly undesirable.</p> <p>Reduces creativity. Planning involves deciding in advance what is to be done, how is it to be done, when is it to be done and by whom is it to be done. There is very little scope for deviating from the plans. This blind conformity with the predetermined guidelines discourages individual initiative and freedom.</p> <p>Planning Does Not Work in a Dynamic Environment. Planning is based on the anticipation of future happenings. Since the future is uncertain and dynamic, therefore, the future anticipations are not always true. Therefore, to consider planning as the basis of success is like a leap in the dark.</p>	6
33	<p>(a) Formal organisation and Informal organisation are the two types of organisations which have been discussed.</p> <p>Formal organisation is the structure of authority relationships created deliberately by the management to achieve its objectives.</p> <p>Informal organisation is a network of social relationships arising out of the interaction among employees within an organisation.</p>	6

	<p>(b) The difference between Formal organisation and Informal organisation is as follows:</p> <table border="1" data-bbox="358 365 1250 1163"> <thead> <tr> <th data-bbox="358 365 535 483">Basis</th> <th data-bbox="535 365 893 483">Formal organisation</th> <th data-bbox="893 365 1250 483">Informal organisation</th> </tr> </thead> <tbody> <tr> <td data-bbox="358 483 535 783">Meaning</td> <td data-bbox="535 483 893 783">An organization type in which the job of each member is clearly defined, whose authority, responsibility and accountability are fixed is formal organization.</td> <td data-bbox="893 483 1250 783">An organization formed within the formal organization as a network of interpersonal relationships, when people interact with each other, is known as informal communication.</td> </tr> <tr> <td data-bbox="358 783 535 900">Creation</td> <td data-bbox="535 783 893 900">Deliberately by top management.</td> <td data-bbox="893 783 1250 900">Spontaneously by members.</td> </tr> <tr> <td data-bbox="358 900 535 1047">Purpose</td> <td data-bbox="535 900 893 1047">To fulfill the ultimate objective of the organization.</td> <td data-bbox="893 900 1250 1047">To satisfy their social and psychological needs.</td> </tr> <tr> <td data-bbox="358 1047 535 1163">Nature</td> <td data-bbox="535 1047 893 1163">Stable, it continues for a long time.</td> <td data-bbox="893 1047 1250 1163">Not stable</td> </tr> </tbody> </table>	Basis	Formal organisation	Informal organisation	Meaning	An organization type in which the job of each member is clearly defined, whose authority, responsibility and accountability are fixed is formal organization.	An organization formed within the formal organization as a network of interpersonal relationships, when people interact with each other, is known as informal communication.	Creation	Deliberately by top management.	Spontaneously by members.	Purpose	To fulfill the ultimate objective of the organization.	To satisfy their social and psychological needs.	Nature	Stable, it continues for a long time.	Not stable	
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34	<p>(a) Labelling and Packaging are the two important decisions related to a product.</p> <p>(b) Branding is considered to be a very important decision by the marketers because it facilitates product differentiation. Through branding the prospective buyers are able to bring about a distinction between a company product and its substitutes available in the market. This helps the company to obtain a desirable market share.</p>	6															

	<p>(c) The four features of a good brand name are stated below:</p> <ul style="list-style-type: none">• The brand name should be short, easy to pronounce, spell, recognise and remember.• A brand should suggest the product's benefits and qualities.• A brand name should be distinctive.• It should be capable of being registered and protected legally.	
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