

Revision questions-class 12

1. State any one characteristics of co-ordination. (1)
2. State the name of the process which subordinates of same level of authority may use to communicate with each other in case of emergency.(1)
3. Define organizing as a function of management. (1)
4. Cost of debt is lower than the cost of equity share capital. Give reasons, even then a company cannot work only with the debt.
(1)
5. InfoTech's cricket team has employees from different departments. They play cricket every alternative Saturday. Since all players belong to same organization it can be considered as formal organization. Do you agree?
(1)
6. Amit is running an 'Advertising agency' and earning a lot by providing this service to big industries. State whether the working capital requirement of the firm will be less or more. Give reason in support of your answer.
(1)
7. Zoom Udyog a manufacturing company, has started its business with Zoom 800, and slowly launched Zoom-1000, Wagon-Z, Swy-fy, etc. and offered various services like after sale service, availability of spare parts etc. Identify the element of marketing mix referred here.(1)
8. Himanshu purchased a new car from GalaxyMotorsfor ₹25 lakhs. He was offered free insurance for the first year and three free servicing to be availed after the car had covered 5000km, 10000 km and 15000 km respectively. When Himanshu took the car for the first free servicing, he was told that the car was not new and first service had already been availed on this car. He felt cheated and filed a complaint in the State Commission. Being not satisfied with the decision of the State Commission, after two months he decided to file an appeal against it. Can Himanshu appeal against the decision of the State Commission? Give reason in support of your answer.(1)
9. What is the outcome of organizing process?(1)
10. Kartik and Avi are part of a sales team who is responsible to achieve target collectively. In order to be superior to others both Kartik and Avi never discuss their plans with the team. Identify the principle of management being violated in the following situations. (1)
11. Akshay Ltd. wants to enter software industry. For this the promoters decide to lay emphasis on all activities and functions. Suggest an organizational structure. (1)
12. How does 'cost of equity' affect the choice of capital structure of a company? Explain. (1)
13. Identify the concept that refers to the number of subordinates a superior can effectively manage.
(1)
14. Puneet, a businessman is engaged in purchasing and selling ice-creams. Identify the working capital requirement for Puneet and give reason for that.

15. 'Introducing a scheme of 50% + 40% less by the KOUTONS' is the example of which sales promotion technique?
16. To publish a magazine under the title 'Upbhokta Jagran' is the example of which consumer rights?
17. Differentiate between Policy and as a type of plan.
18. The employees in the Sales Department of Best Sellers Ltd. are always working against time. They are not able to meet all the customers due to shortage of time. Most managers in the department have to handle two or more territories. Due to work pressure there is lot of dissatisfaction among managers. (a) Identify which step of staffing process was not properly carried out? (b) What steps HR manager must take to ensure proper working of the sales department?
19. A company engaged in selling spices, claims about purity in its advertisement. But in laboratories after examination, the spices were found adulterated. Which values are being violated here? (3)
20. A Stock Exchange is an institution which provides a platform for buying and selling of existing securities. As a market, the stock exchange facilitates conversion of a security into money and vice versa. Stock Exchanges help companies to raise finance, provide liquidity and safety of investment to the investors, pricing of securities etc. (a) State two more functions of stock exchange. (b) Name the values which stock exchange strives to fulfil through its functions.
21. The owner of a restaurant in a hill station charges ₹40 for a bottle of juice from customers whereas the maximum retail price of the bottle of juice is ₹17. One of the member is consumer of NG, objected to this but the owner continued to do this malpractice. (a) Identify any two social values that the traders must follow. (b) State two actions the consumer who is a member of NGO can take in this case?
22. The court issued the order that for vehicles to be smokeless was most essential and that any one violating this order shall have to pay a heavy fine. Abiding by this order was necessary for the health of people. Making this strict order of the court as the base, 'Gyan Motors Ltd.' resolved to manufacture such vehicles by using modern technology as should not produce any smoke at all. The government also announced to provide help in several ways to set up such industrial units. (a) Identify the three dimensions of business environment described in the paragraph above by quoting the relevant lines. (b) Write about any one of the values for society granted by the court.
23. Naman, a reader of XLA group allows his subordinates to take active part in decision making and he also listens to the grievances and suggestions of the subordinates. Identify the style of leadership highlighted in this case and state any three of its advantages. (4)
24. Kartik started a telecommunication company to manufacture (4) economical mobile phones for the Indian rural market with 15 employees. The company did very well in its initial years. As the product was good and marketed well, the demand of its product went up. To increase production the company decided to recruit additional employees. Kartik who was earlier

taking all decisions for the company for the company had to selectively dispersed the authority. He believed that subordinates are competent, capable and resourceful and can assume responsibility for effective implementation of their decisions. This paid off and the company was not only able to increase the production but also expanded its product range. (a) Identify the concept used by Kartik through which he was able to take his company to greater heights. (b) Also explain any three points of importance of this concept.

25. State any four functions of Stock exchange. (4)
26. Compare Production and Societal-Marketing concept on the basis of focus, starting point, means and ends. (4)
27. A company is manufacturing baby garments. The manager wants to increase the profits by purchasing new high speed machines or increasing the sale price or using waste material in manufacturing soft toys. He decided that using waste material to increase the profit is the best solution for him. (a) Identify the concept of management involved. (b) Mention the steps involved in the process by quoting the lines from question. (c) To complete the process of the concept identified what further steps the manager has to take. (5)
28. Hema and Reema are working in different departments but are very close friends. During lunch time, Hema informed Reema that due to the up gradation of latest technology many people are leaving their jobs. (a) Which type of communication is this? (b) State any two advantages and disadvantages of this type of communication.
29. A company was manufacturing Led bulbs which were in great demand. It was found that the target of producing 300 bulbs a day was not met by the employees. On analysis workers were not at fault. Due to electricity failure and shortage of workers, the company was not able to achieve the set targets and alternative arrangements were needed. To meet the increased demands, the company assessed that approximately 88 additional workers were required out of which 8 would work as heads of different departments and 10 would work as subordinates under each head. The required qualifications and job specifications were also enlisted. It was also decided that necessary relaxation should be given to encourage women, persons from backward and rural areas and persons with special abilities to assume responsible positions in the organization. All efforts were made to match the ability of the applicants with the nature of work. (a) Identify the functions of management discussed here. (b) State the two steps in the process (b) State the two steps in the process of each function discussed in the above para. (c) List any two values which the company wants to communicate to the society. (5)
- 30.
31. Differentiate between 'Objectives' and 'Strategy' as types of plans. (3)
32. Ramesh is working under the guidance of Harish, a carpenter, for the last three years to learn the different skills of this job. Name and explain the method of training Ramesh is undergoing. (3)
33. A pharmacy company doesn't provide information about the expiry date on the packet of their drug. Which value does this manufacturer violates?(3)

34. Money market instruments offer greater liquidity as compared to capital market instruments. Do you agree? Give reasons.(3)
35. Palak went to a shop keeper to buy a hair-oil. The shopkeeper forced her to buy a particular brand of hair-oil out of the various brands available, irrespective of the willingness of Palak. Which right of Palak, as a consumer, has been violated? Name and explain the right. (3)
36. Dheeraj is working as 'Plant Superintendent' in Tifco Ltd. name the managerial level at which he is working. State any three functions he will perform as 'Plant Superintendent' in this company. (4)
37. Mr. Vikram is working as the General Manager of 'Jaipur Hotels Limited' (JHL). Keeping a watch over the Business Environment is included in his routine. For the last few days Mr. Vikram has been observing that the government is taking a special interest in the Tourism Industry. The receipt of Foreign Exchange and employment promotion are its two reasons. On the basis of this news he decided to set up hotels at several tourist places. The JHL established 50 hotels before other companies considered this issue. Very soon, the brand JHL became well known in the market. Behind the fame of this company another reason was that the company was giving its employees not only the responsibility but also the authorities of completion of work. Consequently, the employees felt good. The environment being to their liking now they had started meeting their immediate managers with the latest ideas. Their suggestions were being taken respectfully by the company. (a) Identify the importance of business environment described here by quoting the relevant lines. (b) Identify two more concepts of management being used in the company. (2+2=4)
38. Sameer Gupta started a telecommunication company to manufacture (4) economical mobile phones for the Indian rural market with 15 employees. The company did very well in its initial years. As the product was good and marketed well, the demand of its product went up. To increase production the company decided to recruit additional employees. Sameer Gupta who was earlier taking all decisions for the company for the company had to selectively dispersed the authority. He believed that subordinates are competent, capable and resourceful and can assume responsibility for effective implementation of their decisions. This paid off and the company was not only able to increase the production but also expanded its product range. (a) Identify the concept used by Sameer Gupta through which he was able to take his company to greater heights. (b) Also explain any three points of importance of this concept.
39. Anjali had been working with Tata Enterprises for the last 10 years. She (4) was famous for her dedication towards the work. When the manager senior to her retired, all her colleagues thought that now Anjali would be promoted, but everyone was surprised that the vacant post was filled by an outsider Miss Monika. Anjali felt demoralized and her performance started declining. She would absent herself often and could not meet her target. Miss Monika was a good leader who would not only instruct her subordinates, but also guide and inspire them. She noticed Anjali's behavior and felt that her

performance could be improved. She started involving Anjali in decision-making issues related to the organisation and made her a part of high level joint management committee. Anjali was now punctual to office and her performance started improving. (a) Identify the function of management being performed by Monika. (b) Name the element of above function which helped Monika to improve Anjali's behavior. (c) State any three features of the element identified in (b) above.

40. Explain briefly the components of the physical distribution of goods. (4)
41. Ganesh Steel Limited is a large and credit worthy company manufacturing (4) steel for the Indian market. It now wants to cater to the Asian market and decides to invest in new high tech machines. Since the investment is large, it requires long term finance. It decides to raise funds by issuing equity shares. The issue of equity shares involves huge fluctuation cost. To meet the expenses of fluctuation cost the company decides to tap the money market. (a) Name and explain the money market instrument the company can use for the above purpose. (b) What is the duration for which the company can get funds to this instrument? (c) State any other purpose for which this instrument can be used.
42. Once there used to be a big shop by the name of Dulhan saree pvt.ltd. in (5) the city. But now several competing companies have entered the market as a result, there is a big fall in the sales of the company. In order to overcome the problem, the managing director of the company got the market survey done. On the basis of this survey he arrived at the conclusion that the competing companies were concentrating on reducing the prices. But he thought that instead of concentrating on the prices they could succeed in the competition by focusing their attention on the quality. Therefore now they would have to aim at attracting customers who prefer quality. To make it possible, they would sell only designer sarees made of the modern cloth. Besides they would use their efforts to have variety and decoration. The managing director also estimated the extra expenditure of 8 crore to translate the scheme into reality. (a) Identify the type of plan described in the paragraph given above. (b) Identify the steps taken by the company by quoting the relevant lines, to implement the plans.
43. Pramod was a supervisor at Annapurna Atta factory. The factory was (5) producing 200 quintals of Atta everyday. His work was to make sure that the work goes on smoothly and there is no interruption in production. He was a good leader who would give orders only after consulting his subordinates and work out policies with the acceptance of the group. (a) Identify the element of the function of management being performed by Pramod. (b) Describe the element style with its 3 features.
44. "Planning and Controlling are inseparable twins of management." How? (5)
45. Miss Suruchi Sarohi is a senior manager in a soap factory. She has got (6) the administrative qualities of a good manager and all the qualities of a leader in her. She is running the whole business successfully. She divides the work among her coworkers on the basis of their respective capability and interest. Not only does she hand over the work to them, but also gives

them the authority to take decisions. She pays full attention to making them capable enough to participate in the realization of objectives of business. In her company people of several religions and castes are working. Even then she has succeeded in uniting them in a group. She knows that the success of her company depends on the level of production. This is the reason that Miss Sarohi is keeping a special watch over this department of hers on which the survival of the company in the market depends for a long time. Identify and explain the characteristics of management described here in the paragraph by quoting the relevant lines.

46. A newly appointed finance manager has been assigned the task of procuring funds for an upcoming project. After procurement, he has to decide upon the assets in which investment is to be made. (a) Identify the financial decisions that he has to take. (b) Explain three factors that the manager would consider while taking the above decisions. (c) Identify any two values related to the decisions. (6)
 47. State any six reliefs available to consumers on the complaint made by them under Consumer Protection Act. (6) The top management of 'Vrinda Ltd.' has done proper arrangement for all the resources of men, machines, material and money for its business. A special attention has been paid to the running of all the activities properly. Several competitor companies were using imported modern machines. Influenced by them, this company also had to install similar machines. The technology of this machine was most sophisticated. Before the employees could protest against this technology, they were given the training in it. Hence, they accepted the installation of these machines happily. Some of the employees understood this technology very soon. The company felt happy with their work and rewarded them. Its impact on the other employees was also positive. The top management had directed all the employees to have free and informal communication and give suggestions, lodge complaints and even talk about their personal matters. Identify and explain three points of importance of management described in the paragraph above by quoting the relevant lines.
 48. State any six functions of consumer organizations and NGOs for protecting and promoting the interest of consumers.
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 50. Discuss the consumer rights as per COPRA 1986.
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PRE-BOARD EXAMINATION 2016-17
SUBJECT - BUSINESS STUDIES (SET B)

TIME-3 HRS.
MM-80

CLASS - 12

General Instructions:-

- (a) Answer to questions carrying 1 mark may be from one word to one sentence.
- (b) Answer to questions carrying 3 marks may be from 50 to 75 words.
- (c) Answer to questions carrying 4-5 marks may be about 150 words.
- (d) Answer to questions carrying 6 marks may be about 200 words.
- (e) Attempt all parts of questions together.

1. What is the outcome of organizing process?(1)
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14. Dheer is working as an operation incharge in Tifco Ltd. Name the managerial level at which he is working. State any four functions he will perform at this position in the company.
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in the process of each function discussed in the above para. (c) List any two values which the company wants to communicate to the society. (5)

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