PRE-BOARD EXAMINATION - 2023

BUSINESS STUDIES Time: 3 hrs. Std. 12 06-12-2023 Max. Marks: 80

CONORD	Inctru	CTIONCI
General		

- This question paper contains **34 questions.**
- Marks are indicated against each question. ii)
- Answers should be brief and to the point. iii)
- Answer to the questions carrying 3 marks maybe from **50-75 words.** iv)
- Answer to the questions carrying 4 marks maybe about 150 words. v)
- Answer to the questions carrying 6 marks maybe about **200 words**. vi)
- Attempt all parts of the question together. vii)

b)

1.	What out of the following	ng is the effect of o	ptimum capital structure?

Goodwill

Capital cost-minimum a)

b) Total value of company-maximum

Both (a) and (b) c)

Crisis

a)

d) Market share of price minimum.

Competition

2. When the method of sales promotion is adopted in quick session by a company, this reflect

d) Happy future 1

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3. All the people have to pay tax on their income according to the rule of the tax system of the country. Everybody wants to pay the minimum tax. To realise this objective, some people get their tax reduced by availing of the concession provided by the tax rules. But some others try to get their tax reduced through unacceptable means. Through the medium of demonetisation, the government has made an attempt to make the people have their tax reduced through only acceptable methods.

c)

Which feature of demonetisation has been explained in the above event?

Tax administration measure. a)

Creating less cash economy. b)

- Channelising saving into the formal financial system. c)
- d) Tax evasion control measure.

4. 'Perfection Ltd', entered into the market with coloured television and have now introduced products like audio system, air conditioner, washing machine etc. The company is not only offering the product but also handling complaints and offering after sale services.

Identify the element of marketing mix discussed above.

b) **Product Mix**

c) Price Mix

a)

d) **Promotion Mix**

- 5. Which of the following take the advantage of the insider trading?
 - All shareholders a)

Place Mix

All debenture holders

- People having secret knowledge of the company. c)
- d) All the employees
- People's behaviour is affected by rumours and 6. sometimes may hamper work environment. Name the communication used by the managers to transmit information so as to know the reaction of his/her subordinates.



- **Informal Communication** b)
- **Horizontal Communication** c)
- d) **Vertical Communication**



Which of the following helped to eliminate the use of share certificate in physical form? 7.

Dematerialization of securities. a)

b) Securities exchange commission

c) **Depository Trust Company** d) Federal Depository Insurance corporation

8. Even after the best efforts of the employees, the standards could not be achieved. An effective control system of management found that they needed to be reframed as they were unrealistic. Which point of importance of control is highlighted?

Controlling helps in accomplishing organisational goals. a)

- b) Controlling helps in efficient use of resources.
- Controlling helps in judging accuracy of standards. c)
- d) Controlling helps in ensuring order and discipline.
- 9. Which of the following plays an important role in introducing a new product to the customers? 1
 - **Publicity** a)

b) Advertisement

c) Personal selling d) Sales promotion. 1

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10.	Reaso	Reason (R):		In an organisation, coordination is required so that production and sales department can work hand in hand. Coordination integrates group efforts.					
	a)	the correct alt Both Assertion of Assertion.	(A) and Re					•	
	b) c) d)	Both Assertion Both Assertion Both Assertion	(A) and Re	eason(R) is	correct.		not correct (explanation of	Assertion.
11.		tructure has a: Narrow span o No span of ma	of manager					f management management.	
12.	Assert Reaso	ion (A): n (R):					managemen managemen		1
	a) b)	Both Assertion of Assertion (A Both Assertion	۸).					·	nation
	c)	explanation of Assertion (A) i Assertion (A) i	Assertion s True but	(A). Reason (R) is False	<u>)</u> .			
13.	•	the following:		`	•				1
		Order processin	g	1. Time u					
		ransportation Varehousing		 Cost Co Availab 			1		
		nventory Contr	ol	4. Speedy					
	a) c)	1, 2, 3, 4 4, 2, 3, 1		b) d)	4, 3, 1, 3, 4, 1				
14.		of the following	g is NOT o	ne of the tr	acks tha	t the G20	0 Working G	roups will focu	s on
	in 2023 a) b) c) d)	Environment aTrade and inverseSpace explorationDigital economina	estment. tion.	e sustainabi	ility.				1
15.	_	ii) Responsibility depends on the extent of authority delegated to the subordinate. The Manager shall be responsible for the performance of the assigned task and even accounts for the same.						d even	
	a)	(i)	b) (ii))	c)	(iii)	d)	(iv)	
16.	Statem	For the following two statements to the correct option: Statement I: It is generally accepted that an exact degrees speculation is necessary to ensure liquidity and price discontinuity in the stock market.						1 to	
	Alterna	Statement II: Financial market facilitates easy purchase and sale of financial assets. Alternative: Statement I is correct and statement II is wrong.							
	a) b)	a) Statement I is correct and statement II is wrong.b) Statement II is correct and statement I is wrong.							
	,								
17.	an inve make it	Even though the political conditions vary from country to country, they impact the sentiments of an investor in the business, if the instability of the political conditions cause uncertainty and make it difficult for him to predict the future. Which feature of the business environment is beir highlighted in the above statement?						y and	
	i) iii)	Specific and go Dynamic natur		es		-	Relativity Inter-related	ness	
	a)	Only (i)			b)	All optio	ns i), ii), iii)		
	c)	Only options i)), ii) & iii)		d)	Only i) 8	ii)		

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18. Match the following:

	Statement	Marketing		
a)	Combination of tangible and intangible attributes of products	i)	Place	
b)	It is related to deciding about pricing of a product	ii)	promotion	
c)	It is related to providing information and persuading customers	iii)	Price mix	
d)	providing product to customers at the right time, at the right quantity and at the right place	iv)	Product mix	

	D)	it is related to deciding at	bout pricing or a p	Jioduct	")	promotion			
	c)	It is related to providing in customers	ng iii)	iii) Price mix					
	d)	 d) providing product to customers at the right time, at the right quantity and at the right place 					iv) Product mix		
	Option a) c)	ns : i, iii, iv, ii iv, iii, i, ii		b) d)	iv, iii, ii, iii, iv, ii,				
19.		the process which provides and ensures that planned Planning b) Dire		hieved v				1 ig	
20.	few m	ocrease in demand for many onths, is related to the nee lue to the spread of corona fy the feature of business e Interrelatedness Relativity	d for building imr virus.	nunity a descril Specif	and an inc	creased awar e. neral forces		•	
21.	finance position Comparate wants the to require Comparate certain depart	any A requires new employed ial condition of the companions is required. The any B doesn't want too much to keep the process simple p management. They want ed taskforce to be involved any C is struggling with lacked the departments in which the tements in which the tan Company A solve its process.	y is not very good th complication in . The targets of p a way where the for special project to of balance in the number of emplo ortage of required	the proproduction the production in least cts. e composes is	ne requirer ocess of some alrowing are on are alrowing are efforts are osition of surplus w	ment of emple election and eady very de required to its workforce whereas there	placement. emanding form the e. There are	ey . It or	
	a) b)	Which type of recruitment What do you think could be	-	-	-			3	
22.	State any three functions performed by Supervisory Level Managers. (OR) State any three personal Objectives of Management?						3		
		, .	ves of Flanageme					J	
23.	Explai a)	n how Planning: Leads to Rigidity	(OR)	b)	Reduces	Creativity			
	Explai a)	n why planning is regarded Pervasive Function	` '	b)	Futuristi	c Function		3	
24.	producthe No	by Products Ltd.' is a natural cts for men and women. The color is the color protection of the planet.	e company uses	plant ba	ased mate	erials for its p	roducts an	d is	

Identify and explain the marketing management philosophy being followed by 'Beauty Products Ltd.'

25. Nilotpal works in a software company. This company is growing by leaps and bounds. The employees are happy as they get timely salaries, their basic incentive, they are also supported by regular increments in their salaries every year. The HR department these days is busy calculating the various expenditures the company will have to incur in paying the employees. The company however has decided to increase the fringe benefits like car allowance, foreign trips, etc. With this step the company will enter into the list of few chosen companies to do so. For the elderly members of the organisation the company has decided to include gratuity in the list of benefits along with already given benefits like pension and provident fund. However, there are a few more steps taken by the company in the direction of providing financial

incentives which can be considered truly unique. It is about providing company's shares at price lower than the market price. All these steps have lifted the morale of the employees. Which financial incentives have been highlighted in the above case? Also explain.

26. State by giving four reasons as to why staffing function must be performed efficiently by all organizations.

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- 27. What is meant by Recruitment? Explain:
 - a) Casual Caller
- b) Campus Visit

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- 28. Ajay Sharma the finance manager and Madan Chopra, the managing director of Panchsheel Ltd. were discussing regarding the sources of Finance to be raised for modernization of their existing plant. Quoting that 'Sensex has soared by 5078 points'. In the last three years. Ajay Sharma suggest that equity should be preferred while Madan Chopra wanted to opt for debt. Keeping in mind the high operating cost of the company, suggest the source of finance that should be used for modernization of existing plant. Also explain the three factors highlighted above which should be kept in mind for taking this decision.
- 29. Justify that directing is heart of the Management Function of an Organization.

(OR)

State the personal barriers of communication.

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- 30. Distinguish between Primary Market and Secondary Market. (Any 4 Points)
- 4

31. Explain briefly the Principles of Scientific Management.

(OR)

Explain any 4 points that summarises the significance of Principles of Management.

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- 32. Identify and explain the element of marketing mix in the following case:
 - a) Johny bought multi gym equipment from a renowned company. The company gave a warranty period of 1 year. Johny used to do workout on this equipment daily. Everything was going fine till one day some problem in the wire of the equipment occurred. Johny called the company and told them that it is still in the warranty period. A service engineer from the company visited his home and fixed the problem. Johny was further told that the maintenance service for 1 year is free of cost. Which element of marketing mix is maintenance here?
 - b) Alex is very thirsty. He is in the middle of a desert. Soon he finds a cold drink's shop. He goes and purchases three bottles and drinks them to satisfy his thirst. After drinking the cold drinks he realises that it has been developed after analysing the needs and preferences of the potential customers. On observing the outer side of the bottle he finds details like, contents, flavour, size, price, etc.
 - i) What is 'Cold Drink' and 'Thirst' here in relation to each other?
 - ii) Identify one feature of marketing which has been highlighted here.
 - iii) How is cold drink a good market offer here?

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- 33. Give Reasons whether the following manufacturing concern require large or small working capital:
 - a) Bread

- b) Sugar
- c) Furniture Manufacturing against orders
- d) Motor Car/Scooter

e) Clothes

f) Industrial Capital

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- 34. a) State any three functions of NGOs and Consumer Organization for protection and promotion of consumer interests.
 - b) State any three rights of Consumer Protection Act, 2019.

(OR)

- a) State any three points of Importance of Consumer Protection from the point of view of Business.
- b) State any three responsibilities of a consumer while using or consuming any goods and services.