

**Pre-Board Exam – 01**  
**Business Studies**  
**Class : XII**

**Max. Marks: 90**

**Duration: 3 hours**

**Instructions:**

1. Question paper consists of 30 questions.
2. All questions are compulsory.
3. Attempt all parts of a question together.
4. State question number clearly.
5. Show your workings clearly where ever required.

1. What is meant by „Self –Actualisation Needs“ of Maslow“s Need Hierarchy? 1
2. Ms. Geeta, Manager Operations, is appreciative of fresh ideas given by his subordinates. She frames policies only after consulting them. What is her style of leadership? Define it. 1
3. What is meant by „Induction Training“? 1
4. Is controlling forward looking function? Give reason. 1
5. A pharmaceutical company has invested huge sum of money on research and development project. Name the type of financial decision undertaken by the company. 1
6. To avoid the problems of shortage and surplus of funds what is required in financial management? 1
7. What is meant by „demat account“? 1
8. State any one objective of setting up SEBI. 1
9. „Buy one get one free“ is an example of one of the techniques of promotion mix. Name the technique. 1
10. What is meant by „Branding“? 1
11. Why should consumer look for ISI mark on electrical goods? 1
12. List any two values which a business organization follows when it takes care of consumer interest and avoids their exploitation in any form. 1
13. State any three reasons as to “why proper understanding of management principles is necessary”. 3
14. Which principle of management envisages that each group of activities must have „one head and one plan“? Explain the principle with a suitable example. 3
15. In order to reduce the cost, an organization is planning to do the following:
  - a) To reduce the annual contributions it makes to social and religious organizations.
  - b) To reduce the medical allowance to employees.

- c) To charge fees from children education of low income staff members, which so far were entitled to get free children education.  
Which values are affected by the proposed decisions? 3
- 16.Explain the meaning of objectives and strategy as types of plans. 3
- 17.Kumar is engaged in manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision for water cooler installed in it. He got the refrigerator redesigned and also launched the same refrigerators in the market. Which marketing philosophy was exhibited by him? Explain briefly. 3
- 18.Kavita bought a piece of cloth for `1,000 to get a dress stitched. Her tailor detected a defect in the cloth piece. Give three relief that are available to Kavita and also give three responsibilities which she must take care off to avail the relief under the Act. 3
- 19.A company is manufacturing Consumer Durables, Detergents and Chemicals using different productive resources. The company is at the threshold of growth, recovering more employees. Suggest a suitable organizational structure for the company giving reason in support of your answer. Also explain any three advantages of this organizational structure. 4
- 20.Effective delegation leads to certain benefits in an organization. Explain any four such benefits.4
- 21.How do choice of technique and nature of business affect the „Fixed Capital“ requirement of a company? Explain. 4
- 22.What is meant by consumer protection? Explain any three needs of consumer protection from the consumers point of view. 4
23. „Art is concerned with personal application of knowledge.“ In the light of this statement compare all the features of Art with Management and prove that it is an Art. 5
- 24.Explain any five points which show how understanding of business environment helps the management. 5
- 25.Explain the various steps in the process of selection. 5
- 26.“Controlling is a systematic process involving a series of steps.” State the steps involved in the process. 5
- 27.A written message was originally drafted in English and was poorly translated in Hindi. This created lot of confusion in the organization. Name the type of barrier to effective communication and explain any other four barriers of this type. 6

OR

Jagan Ltd has assured its employees that inspite of recession no worker will be retrenched from the job.

a) Name and explain the type of incentive offered to the employees.

b) Explain any four other incentives of the same category.

28. What is meant by financial decision? State any four factors affecting the financial decision. 6

OR

You are the Finance Manager of a newly established company. The directors of the company have asked you to plan capital structure for the company. Explain any four factors that you should consider while planning the capital structure of the company.

29. What is meant by money market? 6

Explain four instruments used in money market.

OR

Explain the steps in the „Trading Procedure“ of Stock Exchange.

30. You are a toothpaste manufacturer and you have introduced a new type of toothpaste in the market. How will you determine the price of this product? Explain by giving any four points. 6

OR

Explain briefly any four factors to be kept in view while taking a decision on channels of distribution of any product.