

Roll Number		
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A



INDIAN SCHOOL MUSCAT FIRST PRE – BOARD EXAMINATION

BUSINESS STUDIES

CLASS: XII

Sub. Code: 054

Time Allotted: 03 hours

16.01.2020

Max. Marks: 80

General Instructions:

- This Question paper contains five sections: A, B,C,D and E
- Question numbers 1 to 20 of Section 'A' are **Objective Type questions** including **Multiple Choice Questions, Fill in the Blanks, True/ False and Very Short Answer Questions** carrying one mark each.
- Section 'B' contains question **21 to 25** carrying three marks each. Answers to these questions may be given in **50-75** words.
- Section 'C' contains questions **26 to 28** carrying four marks each. Answers to these questions may be given in about **120** words.
- Section 'D' contains questions **29 to 31** carrying five marks each. Answers to these questions may be given in about **150** words.
- Section 'E' contains questions **32 to 34** carrying four marks each. Answers to these questions may be given in about **200** words.
- There is no over-all-choice in the question paper, however an internal choice has been provided in 1 question of three marks, 1 question of four marks, 2 questions of five marks and 2 questions of six marks. You have to attempt only one of the choices in such questions.

Section - A

Choose and write the correct option in the following questions:

1. What out of the following has been called the essence of management? 1
 (a) Communication
 (b) Coordination
 (c) Supervision
 (d) Leadership
2. Which organization structure is deliberately established? 1
 (a) Formal
 (b) Informal
 (c) Both (a) and (b)
 (d) None of these
3. The importance of 'Trading on Equity' lies in the fact that if the company is earning more profit, it can make use of borrowed capital and preference share capital and by doing so, it can increase the income of: 1
 (a) Preference Shareholders
 (b) Lenders
 (c) Equity Shareholders
 (d) Government

4. Under which philosophy of marketing, efforts are made to bring down the cost of production to the minimum? 1
 - (a) Production concept
 - (b) Product concept
 - (c) Marketing concept
 - (d) Selling concept

5. The highest level need in the Need Hierarchy of Abraham Maslow: 1
 - (a) Safety need
 - (b) Belongingness need
 - (c) Self-actualization need
 - (d) Prestige need

Fill in the blanks:

6. The _____ is responsible for implementing the developed control plans. 1
7. The objective of _____ is to increase the role of the subordinates in the organization by providing them autonomy. 1
8. Absence of appropriate incentive comes under the _____ barrier of communication. 1
9. _____ falls in the Category of Zero Coupon Bond. 1
10. _____ refers to the total of all those forces which exist outside the ambit of Business and on which the Business has no control. 1

Write 'T' for True and 'F' for False statements:

11. The Principles of management are not rigid like pure science. 1
12. Function structure lays emphasis on 'job specialization' 1
13. In Democratic Leadership Style, the leader does exchange of ideas with his subordinates before taking a final decision. 1
14. The societal marketing concept focuses its attention on both the consumer satisfaction and social welfare. 1
15. In the District Forum the disputes regarding complaints amounting less than Rs.20 Lacs are resolved. 1

Answer the following questions in one word or one sentence:

16. What is meant by Financial Market? 1
17. What is meant by 'Estimating manpower requirements' as a step in the process of 'Staffing'? 1
18. State the primary objective of financial management. 1
19. What is meant by Branding? 1
20. Give the names of two consumer organizations. 1

SECTION - B

21. Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has, a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time, also monitors few health parameters like heartbeat, blood pressure etc. 3
While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company

decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers. Explain briefly any three impacts of these concepts on Indian business and industry.

22. State any three reasons as to why staffing is important for employees. 3

OR

Explain 'Direct Recruitment' and 'Advertisement' as external sources of recruitment.

23. Taking corrective/ remedial action is the last step in the process of one of the function of management. Name the function and explain the first two steps of this function of management. 3
24. Mission coach ltd. is a large creditworthy company that manufactures coaches for the Indian Railways. It now wants to export these coaches to other countries and decides to invest in new hi-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 floatation cost. To meet the expenses of floatation cost, the company decides to tap the money market. 3
- (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 through this instrument?
- (c) State any other purpose for which this instrument can be used.

25. State and explain any two functions performed by labelling. 3

SECTION - C

26. Neeraj is selected for the post of a software developer in an IT Company. On the first day of his joining Mehul, his project manager tells Neeraj that during the course of his work he will come across many such opportunities which may tempt him to misuse his powers for individual or family's benefit at the cost of larger general interest of the company. In such situations, he should rather exhibit exemplary behaviour as it will raise his stature in the eyes of the company. Also, for interacting with anyone in the company on official matters, he should adopt the formal chain of authority and communication. 4
- In context of the above case:
- a) 'Identify and explain the various principles of management that Mehul is advising Neeraj to follow while doing his job.
- b) List any two values that Mehul wants to communicate to Neeraj.
27. Despite internal sources of recruitment being economical, why do the companies not always use these sources? Give any four reasons. 4
28. Explain any four rights of a consumer under the Consumer protection Act, 1986. 4

OR

Reena purchased one litre of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated. State any four reliefs available to Reena, if she complains and the consumer court is satisfied about the genuineness of the complaint.

29. Mr. Ekant Miglani, after completing his studies of B.B.A is working in the Production Department of 'Jai Chemicals Limited'. There are fifty persons working at different posts in this Department. He tries hard to keep a watch over the Routine Activities of all the employees. He observed one of the employees, Bholaram and a few others working on machines. They were running the machines in a wrong manner. The machines were very sophisticated. Mr. Miglani at once explained the right method of working to them. He wanted to solve this problem of the employees for good. He called a meeting of his subordinates. He took this decision that the company will have to organize training of the employee immediately. They also decided all the employees will drop a suggestion each in the suggestion-box daily, so that the different activities of the department may be improved speedily. It was announced that the employees giving valuable suggestions shall be rewarded. On the basis of the above paragraph answer the following question:

5

- a) Which function of management is being discharged by Mr. Miglani by keeping a watch over the Routine Activities?
- b) Which method of training of the employees will be suitable to be adopted here? Explain.
- c) Which style of leadership is being followed by Mr. Miglani? Explain the style.
- d) Which method of motivation will be decided to be adopted in the meeting of employees? Explain.

30. Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organizations, after completing their masters' in business management, both of them take up a job at managerial level in different organizations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to specially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju may spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos.

5

In context of the above case:

Identify the various features of management highlighted in the above paragraph by quoting lines from it.

OR

Explain the importance of Principles of Management.

31. Ravi Jain was the Chief Executive Officer of Nath Traders. He was worried about the heavy expenditure on advertising. He asked his Finance Manager, Mohit Verma to know the views of the Sales Manager and his team regarding this expenditure. Mohit Verma was thinking of calling a meeting of the Sales Manager and his team after tea break. But by chance at the time of tea-break, Mohit Verma met with the Sales Manager and his team in the canteen. They all discussed about this expenditure and finalized to give suggestion to reduce this expenditure.

5

- c) Identify the type of organization which helped the Finance Manager Mohit Verma, the Sales Manager and his team in finalizing the suggestion.
- (ii) State any three features of the type of organization identified above.

OR

Kavita Ghai was the Managing Director of a restaurant in Lucknow called 'Healthy Kitchen'. The restaurant was doing well and the volume of work started increasing slowly and steadily. Kavita Ghai was not able to manage all the work on her own. The increasing magnitude of work made it impractical for her to handle it all by herself. Moreover her objective is to open more branches of this restaurant at different places. She appointed Nikhil Gupta, as a General Manager of 'Healthy Kitchen', Lucknow and gave him the right to command his subordinates and to take action within the scope of his position. For smooth running of the restaurant she also gave him authority to hire and train the staff as per the requirements.

Kavita Ghai was satisfied with the work of Nikhil Gupta and was able to open other branches of the restaurant in Agra and Kanpur also.

d) Identify the concept followed by Kavita Ghai which helped her to open the new branches of the restaurant.

(ii) Also, explain briefly the four points of importance of the concept identified in (i) above.

32. 'Seven Colours' is a progressive company with a very good HR record. Recently it created a pool of prospective candidates for jobs to be given in various departments. The company is always willing to complete its HR duties properly. Various job positions exist in the company. The company makes it compulsory for the HR department to prepare job descriptions so that necessary information about the jobs could be created. For its decent HR practices the company has won several awards. It knows that the most important asset of an organization is its image and to protect it the company should always be ready to do extra efforts. Last year when a few groups filed a complaint against the company it made great efforts to fight legally and came out victorious. It has a very good set up to promote the interests of the employees. In order to give them a familiar environment the company promotes various informal organizations and proper celebration of all festivals. It is very responsive towards its workers and always attends to their problems. There is a special cell in the HR department which is very responsive to the complaints made by the employees regardless of the level at which they work. Recently a national newspaper made a very favourite mentioning of the absence of strikes in the company as the management-labour relations are very good and a lot of importance is given to the demands of the labour unions. A very peaceful environment exists in the organization. In the above case there are highlighted various duties of the HR department. Identify and explain them.

6

OR

Mr Vikas Goel is an H.R. Manager of "Sanduja Furniture Pvt. Ltd." At the beginning of the

New Year he anticipated that the company will need new 30 additional persons to fill up different vacancies. He gave an advertisement in the newspaper inviting applications for filling up different posts. As many as 120 applications were received. The same were scrutinized. Out of these, conditions of 15 applicants were not acceptable to the company. Letters of regret, giving reasons, were sent to them. Remaining candidates were called for preliminary interview. The candidates called for were asked to fill up blank application from.

Thereafter, they were given four tests.

The objective of the first test was to find out how much interest the applicant does take in his work.

The objective of the second test was to find out 'specialization' of the applicant in any

particular area.

Third test aimed at making sure whether the applicant was capable of learning through training or not.

The purpose of the fourth test was to find out how much capability a person has to mix-up with other persons, and whether he can influence other persons and get influenced by them.

Answer the following question on the basis of the above information:

e) Quoting the lines, identify the first two steps of staffing.

(ii) Identify different tests given to the applicants by Mr Goel.

33. Tata International Ltd. Earned a net profit of Rs.50 crores. Ankit the finance manager of Tata International Ltd. Wants to decide how to appropriate these profits. Identify the decision that Ankit will have to take and also discuss any five factors which help him in taking this decision. 6

OR

You are a Finance Manager of a newly established manufacturing company. Explain any six factors that you will consider while determining the fixed capital requirements of the company.

34. Various tools of communication are used by the marketers to promote their products. Answer the following questions: 6
- f) Why do companies use all the tools at the same time?
 - ii) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.
 - iii) Which tool of promotion will primarily be used for the following:
 - a) To promote or protect a company's image or its individual products.
 - b) An existing product meant for the mass usage by the literate people.
 - c) To introduce a new product to a particular class of people through door-to-door visits.

End of the Question Paper

Roll Number

B



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CLASS: XII

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Section - A

Choose and write the correct option in the following questions:

1. The highest level need in the Need Hierarchy of Abraham Maslow: 1
(a) Safety need
(b) Belongingness need
(c) Self-actualization need
(d) Prestige need
2. Which organization structure is deliberately established? 1
(a) Formal (b) Informal (c) Both (a) and (b) (d) None of these
3. Under which philosophy of marketing, efforts are made to bring down the cost of production to the minimum? 1
(a) Production concept
(b) Product concept
(c) Marketing concept
(d) Selling concept

4. The importance of 'Trading on Equity' lies in the fact that if the company is earning more profit, it can make use of borrowed capital and preference share capital and by doing so, it can increase the income of: 1
- Preference Shareholders
 - Lenders
 - Equity Shareholders
 - Government

5. What out of the following has been called the essence of management? 1
- Communication
 - Coordination
 - Supervision
 - Leadership

Fill in the blanks:

6. _____ falls in the Category of Zero Coupon Bond. 1
7. The objective of _____ is to increase the role of the subordinates in the organization by providing them autonomy. 1
8. _____ refers to the sum total of all those forces which exist outside the ambit of Business and on which the Business has no control. 1
9. The _____ is responsible for implementing the developed control plans. 1
10. Absence of appropriate incentive comes under the _____ barrier of communication. 1

Write 'T' for True and 'F' for False statements:

11. The societal marketing concept focuses its attention on both the consumer satisfaction and social welfare. 1
12. In the District Forum the disputes regarding complaints amounting less than Rs.20 Lacs are resolved. 1
13. In Democratic Leadership Style, the leader does exchange of ideas with his subordinates before taking a final decision. 1
14. The Principles of management are not rigid like pure science. 1
15. Function structure lays emphasis on 'job specialization'. 1

Answer the following questions in one word or one sentence:

16. What is meant by 'Estimating manpower requirements' as a step in the process of 'Staffing'? 1
17. What is meant by Financial Market? 1
18. What is meant by Branding? 1
19. Give the names of two consumer organizations. 1
20. State the primary objective of financial management. 1

SECTION - B

21. Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time also monitors few health parameters like heartbeat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. 3
- It set up its office in Jamnagar with a view to capture the Indian market. In a short span of

time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers. Explain briefly any three impacts of these concepts on Indian business and industry.

22. Aakanksha, Nikita and Parishma are the owners of a handicraft unit in the urban area of Dibrugarh in Assam, which is involved in the manufacturing and marketing of Sital Pati, traditional mats and Jappi (the traditional headgear). They decided to shift this manufacturing unit to a rural area with an objective of reducing the cost and providing job opportunities to the locals. They followed the functional structure in this organization with a view to increasing managerial and operational efficiency. They assessed and analyzed the type and number of employees required, keeping in mind that they had to encourage the women, and the people with special needs belonging to the rural area. State the next three steps that they will have to undertake, for obtaining a satisfied workforce for their handicraft unit. 3

OR

Explain 'Direct Recruitment' and 'Advertisement' as external sources of recruitment.

23. Taking corrective/ remedial action is the last step in the process of one of the function of management. Name the function and explain the first two steps of this function of management. 3
24. State the protective functions of Securities and Exchange Board of India. 3
25. State and explain any two functions performed by labelling. 3

SECTION - C

26. Neeraj is selected for the post of a software developer in IT Company. On the first day of his joining Mehul, his project manager tells Neeraj that during the course of his work he will come across many such opportunities which may tempt him to misuse his powers for individual or family's benefit at the cost of larger general interest of the company. In such situations, he should rather exhibit exemplary behaviour as it will raise his stature in the eyes of the company. Also, for interacting with anyone in the company on official matters, he should adopt the formal chain of authority and communication. 4
- In context of the above case:

Identify and explain the various principles of management that Mehul is advising Neeraj to follow while doing his job.

27. Despite internal sources of recruitment being economical, why do the companies not always use these sources? Give any four reasons. 4
28. Explain briefly any four points of importance of consumer protection from the point of view of business. 4

OR

Reena purchased one litre of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated. State any four reliefs available to Reena, if she complains and the consumer court is satisfied about the genuineness of the complaint.

29. Mr. Ekant Miglani, after completing his studies of B.B.A is working in the Production Department of 'jai chemicals limited'. There are fifty persons working at different posts in this Department. He tries hard to keep a watch over the Routine Activities of all the employees. He observed one of the employees, Bholaran and a few others working on machines. They were running the machines in a wrong manner. The machines were very sophisticated. Mr. Miglani at once explained the right method of working to them. He wanted to solve this problem of the employees for good. He called a meeting of his subordinates. He took this decision that the company will have to organize training of the employee immediately. They also decided all the employees will drop a suggestion each in the suggestion-box daily, so that the different activities of the department may be improved speedily. It was announced that the employees giving valuable suggestions shall be rewarded. On the basis of the above paragraph answer the following question: 5

Which function of management is being discharged by Mr. Miglani by keeping a watch over the Routine Activities?

Which method of training of the employees will be suitable to be adopted here? Explain.

Which style of leadership is being followed by Mr. Miglani? Explain the style.

Which method of motivation will be decided to be adopted in the meeting of employees? Explain

30. What is meant by co-ordination? State and explain any four of its features. 5

OR

Explain the importance of Principles of Management.

31. Ravi Jain was the Chief Executive Officer of Nath Traders. He was worried about the heavy expenditure on advertising. He asked his Finance Manager, Mohit Verma to know the views of the Sales Manager and his team regarding this expenditure. Mohit Verma was thinking of calling a meeting of the Sales Manager and his team after teabreak. But by chance at the time of tea-break, Mohit Verma met with the Sales Manager and his team in the canteen. They all discussed about this expenditure and finalized to give suggestion to reduce this expenditure. 5

(i) Identify the type of organization which helped the Finance Manager Mohit Verma, the Sales Manager and his team in finalizing the suggestion.

(ii) State any three features of the type of organization identified above.

OR

Kavita Ghai was the Managing Director of a restaurant in Lucknow called 'Healthy Kitchen'. The restaurant was doing well and the volume of work started increasing slowly and steadily. Kavita Ghai was not able to manage all the work on her own. The increasing magnitude of work made it impractical for her to handle it all by herself. Moreover her objective is to open more branches of this restaurant at different places. She appointed Nikhil Gupta, as a General Manager of 'Healthy Kitchen', Lucknow and gave him the right to command his subordinates and to take action within the scope of his position. For smooth running of the restaurant she also gave him authority to hire and train the staff as per the requirements. Kavita Ghai was satisfied with the work of Nikhil Gupta and was able to open other branches of the restaurant in Agra and Kanpur also.

(i) Identify the concept followed by Kavita Ghai which helped her to open the new branches of the restaurant.

(ii) Also, explain briefly the four points of importance of the concept identified in (i) above.

32. 'Seven Colours' is a progressive company with a very good HR record. Recently it created a pool of prospective candidates for jobs to be given in various departments. The company is always willing to complete its HR duties properly. Various job positions exist in the company. The company makes it compulsory for the HR department to prepare job descriptions so that necessary information about the jobs could be created. For its decent HR practices the company has won several awards. It knows that the most important asset of an organisation is its image and to protect it the company should always be ready to do extra efforts. Last year when a few groups filed a complaint against the company it made great efforts to fight legally and came out victorious. It has a very good set up to promote the interests of the employees. In order to give them a familiar environment the company promotes various informal organisations and proper celebration of all festivals. It is very responsive towards its workers and always attends to their problems. There is a special cell in the HR department which is very responsive to the complaints made by the employees regardless of the level at which they work. Recently a national newspaper made a very favourite mentioning of the absence of strikes in the company as the management-labour relations are very good and a lot of importance is given to the demands of the labour unions. A very peaceful environment exists in the organisation. In the above case there are highlighted various duties of the HR department. Identify and explain them. 6

OR

Mr. Vikas Goel is an H.R. Manager of "sanduja furniture pvt. Ltd." At the beginning of the New Year he anticipated that the company will need new 30 additional persons to fill up different vacancies. He gave an advertisement in the newspaper inviting applications for filling up different posts. As many as 120 applications were received. The same were scrutinized. Out of these, conditions of 15 applicants were not acceptable to the company. Letters of regret, giving reasons, were sent to them. Remaining candidates were called for preliminary interview. The candidates called for were asked to fill up blank application form. Thereafter, they were given four tests.

The objective of the first test was to find out how much interest the applicant does take in his work.

The objective of the second test was to find out 'specialization' of the applicant in any particular area.

Third test aimed at making sure whether the applicant was capable of learning through training or not.

The purpose of the fourth test was to find out how much capability a person has to mix-up with other persons, and whether he can influence other persons and get influenced by them.

Answer the following question on the basis of the above information:

- (i) Quoting the lines, identify the first two steps of staffing.
- (ii) Identify different tests given to the applicants by Mr. Goel.

33. Various tools of communication are used by the marketers to promote their products. Answer the following questions: 6
- i) Why do companies use all the tools at the same time?
 - ii) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.
 - iii) Which tool of promotion will primarily be used for the following:
 - a) To promote or protect a company's image or its individual products.
 - b) An existing product meant for the mass usage by the literate people.
 - c) To introduce a new product to a particular class of people through door-to-door visits.

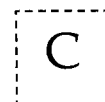
34. Tata International Ltd. earned a net profit of Rs.50 crores. Ankit the finance manager of Tata International Ltd. wants to decide how to appropriate these profits. Identify the decision that Ankit will have to take and also discuss any five factors which help him in taking this decision. 6

OR

You are a Finance Manager of a newly established manufacturing company. Explain any six factors that you will consider while determining the fixed capital requirements of the company.

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Section - A

Choose and write the correct option in the following questions:

1. What out of the following has been called the essence of management? 1
 - (a) Communication
 - (b) Coordination
 - (c) Supervision
 - (d) Leadership

2. Which organization structure is deliberately established? 1
 - (a) Formal
 - (b) Informal
 - (c) Both (a) and (b)
 - (d) None of these

3. The importance of 'Trading on Equity' lies in the fact that if the company is earning more profit, it can make use of borrowed capital and preference share capital and by doing so, it can increase the income of: 1
 - (a) Preference Shareholders
 - (b) Lenders
 - (c) Equity Shareholders
 - (d) Government
4. Under which philosophy of marketing, efforts are made to bring down the cost of production to the minimum? 1
 - (a) Production concept
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5. The highest level need in the Need Hierarchy of Abraham Maslow: 1
 - (a) Safety need
 - (b) Belongingness need
 - (c) Self-actualization need
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Fill in the blanks:

6. The _____ is responsible for implementing the developed control plans 1
7. The objective of _____ is to increase the role of the subordinates in the organization by providing them autonomy. 1
8. Absence of appropriate incentive comes under the _____ barrier of communication. 1
9. _____ falls in the Category of Zero Coupon Bond. 1
10. _____ refers to the total of all 1

Write 'T' for True and 'F' for False statements:

11. The Principles of management are not rigid like pure science. 1
12. Function structure lays emphasis on 'job specialization'. 1
13. In Democratic Leadership Style, the leader does exchange of ideas with his subordinates before taking a final decision. 1
14. The societal marketing concept focuses its attention on both the consumer satisfaction and social welfare. 1
15. In the District Forum the disputes regarding complaints amounting less than Rs.20 Lacs are resolved. 1

Answer the following questions in one word or one sentence:

16. What is meant by Financial Market? 1
17. What is meant by 'Estimating manpower requirements' as a step in the process of 'Staffing'? 1
18. State the primary objective of financial management. 1
19. What is meant by Branding? 1
20. Give the names of two consumer organizations. 1

SECTION - B

21. Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has, a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time, also monitors few health parameters like heartbeat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers. Explain briefly any three impacts of these concepts on Indian business and industry. 3

22. State any three reasons as to why staffing is important for employees. 3

OR

Explain 'Direct Recruitment' and 'Advertisement' as external sources of recruitment.

23. Taking corrective/ remedial action is the last step in the process of one of the function of management. Name the function and explain the first two steps of this function of management. 3
24. Mission coach ltd. is a large creditworthy company that manufactures coaches for the Indian Railways. It now wants to export these coaches to other countries and decides to invest in new hi-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 floatation cost. To meet the expenses of floatation 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. 3
(b) What is the duration for which the company can get funds through this instrument?
(c) State any other purpose for which this instrument can be used.
25. State and explain any two functions performed by labelling. 3

SECTION - C

26. Neeraj is selected for the post of software developer in an IT Company. On the first day of his joining Mehul, his project manager tells Neeraj that during the course of his work he will come across many such opportunities which may tempt him to misuse his powers for individual or family's benefit at the cost of larger general interest of the company. In such situations, he should rather exhibit exemplary behaviour as it will raise his stature in the eyes of the company. Also, for interacting with anyone in the company on official matters, he should adopt the formal chain of authority and communication. In context of the above case: 4
- a) Identify and explain the various principles of management that Mehul is advising Neeraj to follow while doing his job.
b) List any two values that Mehul wants to communicate to Neeraj.
27. Despite internal sources of recruitment being economical, why do the companies not always use these sources? Give any four reasons. 4

28. Reena purchased one litre of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated. State any four reliefs available to Reena, if she complaints and the consumer court is satisfied about the genuineness of the complaint. 4

OR

Explain any four rights of a consumer under the Consumer protection Act, 1986.

29. Mr. Ekant Miglani, after completing his studies of B.B.A is working in the Production Department of 'jai chemicals limited'. There are fifty persons working at different posts in this Department. He tries hard to keep a watch over the Routine Activities of all the employees. He observed one of the employees, Bholaram and a few others working on machines. They were running the machines in a wrong manner. The machines were very sophisticated. Mr. Miglani at once explained the right method of working to them. He wanted to solve this problem of the employees for good. He called a meeting of his subordinates. He took this decision that the company will have to organize training of the employee immediately. They also decided all the employees will drop a suggestion each in the suggestion-box daily, so that the different activities of the department may be improved speedily. It was announced that the employees giving valuable suggestions shall be rewarded. On the basis of the above paragraph answer the following question: 5

- Which function of management is being discharged by Mr. Miglani by keeping a watch over the Routine Activities?
- Which method of training of the employees will be suitable to be adopted here? Explain.
- Which style of leadership is being followed by Mr. Miglani? Explain the style.
- Which method of motivation will be decided to be adopted in the meeting of employees? Explain.

30. Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organizations, after completing their masters' in business management, both of them take up a job at managerial level in different organizations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to specially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju may spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above case: Identify the various features of management highlighted in the above paragraph by quoting lines from it. 5

OR

Explain the importance of Principles of Management.

31. Ravi Jain was the Chief Executive Officer of Nath Traders. He was worried about the heavy expenditure on advertising. He asked his Finance Manager, Mohit Verma to know the views of the Sales Manager and his team regarding this expenditure. Mohit Verma was thinking of calling a meeting of the Sales Manager and his team after teabreak. But by chance at the time of tea-break, Mohit Verma met with the Sales Manager and his team in the canteen. They all discussed about this expenditure and finalized to give suggestion to reduce this expenditure. 5

- a) Identify the type of organization which helped the Finance Manager Mohit Verma, the Sales Manager and his team in finalizing the suggestion.
- b) State any three features of the type of organization identified above.

OR

Kavita Ghai was the Managing Director of a restaurant in Lucknow called 'Healthy Kitchen'. The restaurant was doing well and the volume of work started increasing slowly and steadily. Kavita Ghai was not able to manage all the work on her own. The increasing magnitude of work made it impractical for her to handle it all by herself. Moreover her objective is to open more branches of this restaurant at different places. She appointed Nikhil Gupta, as a General Manager of 'Healthy Kitchen', Lucknow and gave him the right to command his subordinates and to take action within the scope of his position. For smooth running of the restaurant she also gave him authority to hire and train the staff as per the requirements. Kavita Ghai was satisfied with the work of Nikhil Gupta and was able to open other branches of the restaurant in Agra and Kanpur also.

- a) Identify the concept followed by Kavita Ghai which helped her to open the new branches of the restaurant.
- b) Also, explain briefly the four points of importance of the concept identified in (i) above.

32. 'Seven Colours' is a progressive company with a very good HR record. Recently it created a pool of prospective candidates for jobs to be given in various departments. The company is always willing to complete its HR duties properly. Various job positions exist in the company. The company makes it compulsory for the HR department to prepare job descriptions so that necessary information about the jobs could be created. For its decent HR practices the company has won several awards. It knows that the most important asset of an organisation is its image and to protect it the company should always be ready to do extra efforts. Last year when a few groups filed a complaint against the company it made great efforts to fight legally and came out victorious. It has a very good set up to promote the interests of the employees. In order to give them a familiar environment the company promotes various informal organizations and proper celebration of all festivals. It is very responsive towards its workers and always attends to their problems. There is a special cell in the HR department which is very responsive to the complaints made by the employees regardless of the level at which they work. Recently a national newspaper made a very favourite mentioning of the absence of strikes in the company as the management-labour relations are very good and a lot of importance is given to the demands of the labour unions. A very peaceful environment exists in the organization. 6

In the above case there are highlighted various duties of the HR department. Identify and explain them.

OR

Mr. Vikas Goel is an H.R. Manager of "Sanduja Furniture Pvt. Ltd." At the beginning of the New Year he anticipated that the company will need new 30 additional persons to fill up different vacancies. He gave an advertisement in the newspaper inviting applications for filling up different posts. As many as 120 applications were received. The same were scrutinized. Out of these, conditions of 15 applicants were not acceptable to the company. Letters of regret, giving reasons, were sent to them. Remaining candidates were called for preliminary interview. The candidates called for were asked to fill up blank application form. Thereafter, they were given four tests. The objective of the first test was to find out how much interest the applicant does take in his work.

The objective of the second test was to find out 'specialization' of the applicant in any particular area.

Third test aimed at making sure whether the applicant was capable of learning through training or not.

The purpose of the fourth test was to find out how much capability a person has to mix-up with other persons, and whether he can influence other persons and get influenced by them.

Answer the following question on the basis of the above information:

(i) Quoting the lines, identify the first two steps of staffing.

(ii) Identify different tests given to the applicants by Mr. Goel.

33. Tata International Ltd. earned a net profit of Rs.50 crores. Ankit the finance manager of Tata International Ltd. wants to decide how to appropriate these profits. Identify the decision that Ankit will have to take and also discuss any five factors which help him in taking this decision. 6

OR

You are a Finance Manager of a newly established manufacturing company. Explain any six factors that you will consider while determining the fixed capital requirements of the company.

34. Various tools of communication are used by the marketers to promote their products. Answer the following questions: 6
- i) Why do companies use all the tools at the same time?
 - ii) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.
 - iii) Which tool of promotion will primarily be used for the following:
 - a) To promote or protect a company's image or its individual products.
 - b) An existing product meant for the mass usage by the literate people.
 - c) To introduce a new product to a particular class of people through door-to-door visits.

End of the Question Paper