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## INDIAN SCHOOL MUSCAT SECOND PERIODIC ASSESSMENT

### BUSINESS STUDIES

CLASS: XII

Sub. Code: 054

Time Allotted: 50 mts

15.05.2019

Max. Marks: 20

#### **GENERAL INSTRUCTIONS:**

- a) Answer to questions carrying 1 mark may be a multiple choice or 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 in 150 words.
- d) Answer to questions carrying 6 marks may be in 200 words.

1. Define Planning. 1
  
2. Manav Ltd. Prepares budget in its Annual General Meeting for the year 2019-2020. What kind of plan is it? 1
  - a) Single use plan
  - b) Standing plan
  - c) Rule
  - d) Budget
  
3. State and explain any three limitations of planning. 3
  
4. Explain the following types of plan: 4
  - a) Strategy
  - b) Rule
  
5. Arushii joins as a sales manager of a company dealing in nature-therapy products. Being proficient in his work, he knew that without good planning he will not be able to organize, direct, control or perform any of the other managerial functions efficiently and effectively. Only on the basis of sales forecasting, he would assist in the preparation of the annual plans for its production and sales. Besides, he will have to prepare sales plans regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecasts, he undertakes intellectual thinking involving foresight, visualization and issued judgement rather than wishful thinking or guess work. Most importantly, all these planning activities will be meaningful only if they will coincide with the purpose for which the business is being carried out.  
In context of the above case, identify the various features of planning highlighted in the above paragraph by quoting lines from it. 5
  
6. 'Astha Ltd.' Is a well-known automobile manufacturing company in India. The company plans to increase the sale of its sedan cars by 20% in the next quarter. In order to achieve the desired target, the marketing team of the company considers the impact of policy of the government towards diesel vehicles and the level of competition in this segment of cars. 6

They explore the various available options like offering more discounts to dealers and customers, providing more customer friendly finance options, lucky draws on test drives, increasing advertising, offering more of free accessories on the purchase of the car, etc. A thorough analysis of the various available options is done keeping in view the relative viability of each option. The company decides to pursue the option of offering more discounts to dealers and customers in order to boost the sale of sedan cars. In order to implement the plan, they determine the various discount packages and communicate the same to their product dealers. To make the prospective consumers aware about the new available benefits, advertisements are made through various sources of print and electronic media. The market analysts of the company keep a close watch on the revenue from the sedan cars to study the effect of new initiatives by the company to promote its sales. In context of the above case:

1. Name the function of management described in the above paragraph.
2. Identify and explain the various steps involved in process the function of management as identified in part (a) by quoting lines from the paragraph.

**End of the Question Paper**