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<p>Candidates must write the Set No. on the title page of the OMR Sheet.</p>
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**DAV PUBLIC SCHOOLS, ODISHA ZONE –I**  
**PA-II EXAMINATION, 2021-22**

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| <ul style="list-style-type: none"> <li>• Check that this question paper contains 11 printed pages.</li> <li>• Set number given on the right hand side of the questions paper should be written on the OMR SHEET by the candidate.</li> <li>• Check that this question paper contains 60 questions.</li> </ul> |
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**CLASS – XII**

**SUBJECT: BUSINESS STUDIES ( 054 )**

**TIME: 90 MINUTES**

**MAX. MARKS: 40**

***General instructions:***

1. The Question Paper contains 3 sections.
2. Section A has 24 questions. Attempt any 20 questions.
3. Section B has 24 questions. Attempt any 20 questions.
4. Section C has 12 questions. Attempt any 10 questions.
5. All questions carry equal marks.
6. There is NO negative marking.

**Section – A**

**This section consists of 24 multiple choice questions with overall choice to attempt any 20 questions. In case more than desirable number of questions is attempted, ONLY first 20 will be considered for evaluation.**

**Q1. It is not essential to be a member of the AIMA (All India Management Association) in order to be a manager. Which aspect of the nature of management is highlighted in the above statement?**

- A. Management as a science      B. Management as an art  
B. Management as a profession      D. Management is an intangible force.

**Q2. \_\_\_\_\_ is consists of selecting the enterprise objectives, policies, programmes, procedures and other means of achieving those objectives.**

- A. Directing      B. Staffing      C. Planning      D. Controlling

- Q3. The \_\_\_\_\_ concept of marketing holds that consumers will prefer products that are widely available and inexpensive.**  
 A. Production philosophy      B. Promotional philosophy  
 C. Marketing philosophy      D. Selling philosophy
- Q4. Name the level of management at which the managers are responsible for implementing and controlling the plans and strategies of the organization.**  
 A. Top level of management      B. Middle level of management  
 C. Supervisory level      D. Both (b) and (c)
- Q5. According to which principles of scientific management,” the employees should be rewarded for their suggestions which results in substantial reduction in the cost.**  
 A. Discipline      B. Cooperation, not Individualism  
 C. Remuneration of employees      D. Scalar chain
- Q6. A brand or part of the brand that is given legal protection is called \_\_\_\_\_**  
 A. Brand Mark      B. Trademark      C. Brand      D. Brand name
- Q7. Management translates the works to be carried out in terms of goals to be achieved and assigns the means to achieve it. This statement relates to**  
 A. Management of work      B. Management of people  
 C. Management of operations      D. Management of goals
- Q8. The communication tool which is used to improve the image or goodwill of the company is called \_\_\_\_\_**  
 A. Advertising      B. Personal selling  
 C. Sales promotion      D. Public relations
- Q9. Identify the type of organizational structure which makes training of employees easier, as the focus is only on a limited range of skills.**  
 A. Centralised structure      B. Decentralised Structure  
 C. Divisional structure      D. Functional structure
- Q10. Due to planning in Business environment do not come as shock and surprise. This is related to which importance of planning.**  
 A. Planning facilitates decision making  
 B. Planning promotes innovative ideas  
 C. Planning provides direction  
 D. Planning reduces the risks of uncertainty.
- Q11. “With establishment of the authority the individuals can perform their jobs and everyone know who will reports to whom which means establishing reporting relationship” is the step in the process of one of the functions of management. Identify the function of management.**  
 A. Planning      B. Organising      C. Directing      D. Staffing
- Q12. All other managerial functions are performed within the framework of the plans drawn. Identify the related features of planning.**  
 A. Planning focuses on achieving objectives  
 B. Planning is pervasive  
 C. Planning is futuristic  
 D. Planning is the primary function of management

- Q13. A major decision area under one of the functions of marketing is the decision regarding marketing intermediaries to be used. Name the function.**
- A. Physical Distribution
  - B. Gathering and analysing market information
  - C. Promotion
  - D. Transportation
- Q14. “Administrative order issued by government authorities”, is a major element of which of the following components of the Business Environment?**
- A. Social Environment
  - B. Legal Environment
  - C. Political Environment
  - D. Economic Environment
- Q15. Which of the following statement is incorrect?**
- A. Transportation packaging refers to additional layers of protection that are kept till the product is ready for use.
  - B. In primary packaging the container is kept throughout the entire life of the product.
  - C. There are basically three levels of packaging
  - D. The fundamental function of packaging is that it protects the product from damages.
- Q16. Planning reduces \_\_\_\_\_ and \_\_\_\_\_**
- A. The risk of uncertainties and Overlapping and wasteful activities
  - B. Delegation and Decentralization
  - C. Stability and Security
  - D. Creativity and Innovation
- Q17. Firm shares and informs all the details about the product to customers through \_\_\_\_\_**
- A. Grading
  - B. Labelling
  - C. Packaging
  - D. Branding
- Q18. India continues to be a lower-middle-income country along with 46 others, while Sri Lanka has climbed to the upper-middle-income group for the fiscal year (FY) 2020, according to the World Bank's classification of countries by income levels, released on July 1, 2019. Identify the related dimensions of business environment.**
- A. Social Environment
  - B. Legal Environment
  - C. Political Environment
  - D. Economic Environment
- Q19. The principle of management given by Fayol which aims at the unification of efforts towards one direction is:**
- A. Division of work
  - B. Unity of Command
  - C. Unity of Direction
  - D. Order
- Q20. \_\_\_\_\_ is an optional policy decision and is only implemented at the discretion of the top management.**
- A. Decentralization
  - B. Delegation of authority
  - C. Authority
  - D. Accountability





**management is being violated in this case ?**

- A. Remuneration    B. Equity    C. Order  
D. Subordination of individual interest to general interest.

**Q34. Arrange the following steps in the process of organising in the correct sequence:**

- (a) Establishing reporting relationship    (b) Departmentalisation  
(c) Identification and division of work    (d) Assignment of duties

- A. (a) ; (b) ; (d); (c)    B. (c) ; (b) ; (a); (d)  
C. (c) ; (b) ; (d); (a)    D. (b) ; (c) ; (a); (d)

**Q35. The production department at Rediance Trends Ltd., a firm manufacturing readymade garments for men has an objective to increase production by 15% but the Sales department does not approve of the increase in production, till changes are brought about in the product to incorporate latest fashion. These kinds of conflicts bring to light the following importance of the force that can help to accomplish the linking of activities of various departments:**

- A. Growth in size    B. Functional differentiation.  
C. Specialization    D. Efficiency

**Q36. Generally, it is thought that planning is related to the planning cycle. It means that a plan is framed, it is implemented and it is followed by another plan and so on. The above statement is related to a feature of planning, identify it.**

- A. Planning is continuous    B. Planning is futuristic  
C. Planning involves decision making    D. Planning is pervasive

**Q37. Rishitosh Mukharjee has recently joined AMV Ltd., a company manufacturing refrigerators. He found that his department was under staffed and other departments were not cooperating with his department for smooth functioning of the organization. Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved.**

**What is the task performed by Mr. Rishitosh here:**

- A. Cooperate with other departments for smooth functioning.  
B. Framing of plans and policies.  
C. Analyse business environment and its implications  
D. Liaison with the outside world

**Q38. The marketing management philosophy which believes that aggressive selling and promotional efforts will convince a customer to buy product". Which concept of marketing management is this?**

- A. Marketing concept    B. Selling Concept  
C. Production concept    D. Product concept

**Q39. The marketing manager of 'Informatics Limited' always keeps a check on the changes happening in the surroundings and instructs the research and development department to improve the products accordingly. This habit of the marketing manager helps the company to keep an edge over the competitors.**

**which feature of management is depicted in the above case?**

- A. Pervasive                      B. Intangible force    C. Continuous            D. Dynamic

**Q40. Unlike professions that are bound by a code of conduct, which guides the behaviour of its members, nowhere in the world is it mandatory for a manager to possess any such professional degree. Identify the characteristic of the profession being discussed above which is not being strictly met by management.**

- A. Well defined body of knowledge  
B. Restricted Entry  
C. Professional Association  
D. Ethical code of conduct

**Q41. "In reality, planning and its execution may be done by managers at different levels. Like, the plans may be drawn by the top-level management whereas the middle-level managers are made responsible for their implementation. The limitation of planning being referred to in the above statement is \_\_\_\_\_"**

- A. Planning does not guarantee success  
B. Planning may not work in a dynamic environment  
C. Planning reduces creativity  
D. Planning is a time consuming process.

**Q42. The technique of Scientific Management given by Taylor, which aims to determine the amount and frequency of rest intervals required in completing a task is .....**

- A. Method Study  
B. Motion study  
C. Fatigue Study  
D. Differential Piece wage system.

**Q43. For the following two statements choose the correct option:**

**Statement I: Advertising is a non-paid form of promotion**

**Statement II: Advertising help in development of relationship**

**Choose the correct option from the options given below:**

- A. Statement I is correct and II is wrong  
B. Statement II is correct and I is wrong  
C. Both the statements are correct  
D. Both the statements are incorrect

**Q44. Rajiv automobiles aim to produce and sell 1,00,000 cars in 2019. To achieve this objective, the production department strives for timely production and sales department takes all possible steps to sell them. Due to combined efforts of all the departments, the company is able to achieve its target. Which of the following importance of management is highlighted**

**in the given case?**

- A. Management helps in achieving group goals
- B. Management helps in the development of society
- C. Management creates a dynamic organisation
- D. Management increases efficiency

**Q45. “Each alternative course of action has many variables which have to be weighed against each other.” Identify the step of planning function of management highlighted above:**

- A. Evaluating the alternative courses of action
- B. Setting objectives
- C. Selecting an alternative
- D. Implementing the plan

**Q46. Taylor proposed eight specialists from whom each worker will have to take orders as part of the technique of Functional Foremanship specified by him. Instruction Card clerk, Route clerk, Time and Cost clerk and Disciplinarian Comes under \_\_\_\_\_ department. Ade Speed boss, Gang Boss, Repair Boss and Inspector comes under \_\_\_\_\_ department.**

- A. Planning, Production
- B. Execution, Planning
- C. Production, Planning
- D. Implementation, Production

**Q47. Tomato Ltd., a food delivery service app has recently faced criticism for the tampering of their product, by their delivery boys. Tomato Ltd. decided to put a hologram seal on the food packets in order to protect the contents from Spoilage, leakage, pilferage, damage, along with a tag with a safety warning for the consumers to check the seal. Which concept of marketing discussed above is performing the important function of communicating with the potential buyer and promoting the sale.**

- A. Branding,
- B. Product designing and development,
- C. Labelling
- D. Packaging.

**Q48. Assertion: With the planning, the managers of the organization start working rigidly and they become the blind followers of the plan only. Reasoning: It is an intellectual process and companies need to hire the professional experts to carry on this process.**

- A. Both (A) and (R) are correct
- B. (A) is correct (R) is incorrect
- C. Both (A) and (R) are correct, and R is the correct explanation of R
- D. Both (A) and (R) are correct, and R is not the correct explanation of R



### Section – C

**This section consists of 12 multiple choice questions with overall choice to attempt any 10 questions. In case more than desirable number of questions is attempted, ONLY first 10 will be considered for evaluation.**

Read the following text and answer question number 49-54 on the basis of the same.

Mr Sarthak Gautam is working on the post of General Manager of 'Gautam Medicare Private Limited'. He has completed the first function of management, i.e., planning of his company.

Mr Gautam built a team of specialists for this work. The team, first of all, prepared a detailed list of the different activities to be done in the company for the completion of plans. While preparing this list the care was taken that neither any activity should be left under one nor should there be the repetition of any activity.

The members of the team thoroughly studied the activities included in the list prepared. After studying the activities, the activities of similar nature were put together, so that they should be completed under the supervision of the same manager. For example, advertisements and sale were the activities of similar nature. The responsibility of completing these activities was handed over to the Marketing Manager.

After this, the activities to be done on different posts were defined by the team. In other words, it was clarified which activities would be performed by a particular department and who would complete them. At the time of work distribution, a special care was taken to assign the right work/job to the right person. Besides, the team of specialists also settled who would get orders from whom and to whom he would be answerable.

**Q49. A detailed list of the different activities to be done in the company was prepared by the team of specialists'. Which particular stage of the organising process is indicated by this?**

- A. First                      B. Second                      C. Third                      D. Fourth

**Q50. 'Receiving orders and being answerable was clarified by the team of specialists'. What does this action of the team suggest regarding the organising process?**

- A. Identification and Division of work                      B. Departmentalisation  
C. Assignment of duties                      D. Establishing Reporting Relations

**Q51. At the time of distribution of work it was made certain that the right person should be given the right work'. To which stage of "Organising Process' is this statement related?**

- A. Identification and Division of work                      B. Departmentalisation  
C. Assignment of Duties                      D. Establishing Reporting Relations

**Q52. All the activities of similar nature were put together by the team, so that they should be completed under the supervision of the same person. Which of the stages of the Organising Process' is indicated by this action of the team?**

- A. Identification and Division of work                      B. Departmentalisation  
C. Assignment of Duties                      D. Establishing Reporting Relations

- Q53. In the above case study Mr. Gautam is performing one of the functions of Management. Explain one of the importance of the function.**
- A. Clarity of working relationship      B. Rigidity or Inflexibility  
 B. Establishing standard for controlling      D. Provides direction for action
- Q54. Quote the line from above which highlights the importance of the philosophy towards employees.**
- A. At the time of work distribution, special care was taken to assign the right work / job to the right person  
 B. Organisation is able to generate more returns  
 C. There are innovative performance systems  
 D. It's a means of management education
- Q55. Neerja Milk Producer Pvt. Ltd was established to produce tasty and nutritious dry milk for small children. The company gave its product the brand name “Mothers Love”. The company publicised its product very much and produced the goods of supreme quality. Being impressed by the quality of the product, the people purchased the “Mothers Love” brand in no time. Here one particular thing was that the company had laid its full emphasis on the packaging of their product. On the milk box were written the instructions of use. Besides, it was also written that mother milk is the best. To write this, was the legal requirement. The company was very much successful and within days, it became the leader in its industry.**
- Which dimension of the business environment is perceived from the event quoted above?**
- A. Technological Environment      B. Political Environment  
 C. Legal Environment      D. Economic Environment
- Q56. Mr Bhushan is working as a marketing manager in Swastic Colour TV Ltd. which has 20 per cent of the current market share in the country, aims at enhancing his market share to 30 per cent, in the next three years. He will have to develop a complete marketing plan covering various important aspects including the plan for increasing the level Of production, promotion of the products, etc. and specify the action programmes to achieve these objectives.**
- Identify the functions of marketing highlighted in the above case:**
- A. Market Planning      B. Packing and Labelling  
 B. Product Designing and Development      D. Standardization and Grading
- Q57. SUN an umbrella manufacturing company has decided to offer 50% off on all its products due to the fall in demand for its products as more efficient substitutes have been introduced in the market. Identify the pricing objective included by the firm which has made the firm resort to discounting its product.**
- A. Obtaining market share leadership  
 B. Surviving in the competitive market  
 C. Attaining product quality leadership  
 D. Protect the interest of public

**Q58. On the introduction of the Goods and Services Tax Act, experts in the field of business started analysing and forecasting its impact on various sectors and industries. Vivek, an established businessman, attended a few seminars and conferences organised by such experts to familiarise himself with this information. He wanted to use these forecasts to reduce the uncertainty in making decisions for the future in his business.**

**Name the step in the planning process that is being discussed in the above paragraph.**

- A. Setting Objectives  
B. Developing Premises  
C. Identifying alternative courses of action  
D. Evaluating alternative courses

**Q59. In ABC Pvt Ltd. there is one head A who has two lines of authority under her. One line consists of B-C-D-E-F. Another line of authority under A is P-Q-R-S-T. According to a Principle of Management given by Fayol, If E has to communicate with S who is at the same level of authority then illustrate the route he will have to traverse.**

- A. E-D-C-B-A-P-Q-R-S  
B. E-S-D-C-B-A-P-Q-R  
C. E-D-C-B-A-P-S-R-Q  
D. P-Q-R-S -E-D-C-B-A

**Q60. According to the technique of Scientific management “Differential Piece Wage system” How much more will a worker making 110 units earn as compared to a worker making 89 units? If the standard output per day is 100 units and those who make standard output or more than standard get Rs. 95 per unit and those below get Rs. 88 per unit.**

- A. Rs. 7,832  
B. Rs. 10,450  
C. Rs. 18,282  
D. Rs. 2,618

\*\*\*\*\* ALL THE BEST \*\*\*\*\*