

INTERNATIONAL INDIAN SCHOOL DAMMAM

PRELIMS EXAM 2015

Class XII BUSINESS STUDIES SET A

Time: 3 Hours

Max Marks:80

Total Pages:3

General Instructions:

1. Answers to questions carrying 1 mark may be from one word to one sentence.
2. Answers to questions carrying 3 marks may be from 50 to 75 words.
3. Answers to questions carrying 4-5 marks may be about 150 words.
4. Answers to questions carrying 6 marks may be about 200 words.
5. Attempt all parts of a question together.

Q.1. Management is multidimensional .List any two dimensions of Management. (1)

Q.2. At which level of management are the managers responsible for maintaining the quality of output and the safety standards. (1)

Q.3. Name the type of plan that does not allow for any flexibility or discretion.(1)

Q.4. Why can responsibility not be fixed in an informal organisation?(1)

Q.5 What is meant by Capital Structure in financial planning?(1)

Q.6. What is meant by cost of Debt?.(1)

Q.7 What is the advantage of registering Trade Mark ?. (1)

Q.8. Salman bought an iron of a reputed brand for Rs1500 but it caused an electric shock while it was being used .Salman wants to exercise his right. Identify the Right under Which he can be protected. (1)

Q.9. The workers of a factory are unable to work on new machines and always demand for help of Supervisor. The Supervisor is overburdened with their frequent calls. Suggest the remedy and explain the concept .(3)

Q.10. A company has its registered office in Delhi, manufacturing unit at Gurgaon and marketing and sales department at Faridabad. The Company manufactures the consumer products. Which type of Organisational Structure should it adopt to achieve its target? Support your Answer with reasons.(3)

Q.11. *The workers always try to show their inability when any new work is given to them. They are always unwilling to take up any kind of work. Due to sudden rise in demand a firm wants to meet excess orders. The supervisor is finding it difficult to cope up with the situation .Suggest ways for the supervisor to handle the problem.(3)*

Q.12. *What is Capital Market. Name the two segments of capital market.(3)*

Q.13. *A glass filled with 500 gm real juice is an example of one of the communication tools of promotion mix. Name the communication tool and explain any two other communication tools of promotion mix.(3)*

Q.14. *Lately many companies have planned for significant investment in organised retailing in India. Several factors have prompted their decisions in this regard .*

I)Customer income is rising .

II)People have developed a taste for better quality products even though they may have to pay more .The aspiration levels have increased.

III)The government has also liberalised its economic policies in this regard and permitted even cent percent foreign direct investment in some sectors of retailing.

Identify the changes in Business Environment under various heads that have facilitated the companies decisions to plan significant investments in organised retailing.(4)

Q.15 *Explain by giving any four reasons why understanding of Business Environment is relevant for managers .(4)*

Q.16 *.Rayon Electronics is engaged in manufacturing bulbs, tubes, fans and water coolers. They have separate departments for purchase, production, finance and marketing .Name the type of organisational structure they have. Also state two merits and two demerits of this type of organisation.(4)*

Q.17 *Ms.Ameena recently completed her post graduate Management degree in Human Resource Management .A few months from now a large steel manufacturing company appointed her as its Human Resources manager .As of now ,the company employs 800 persons and has expansion plan in hand which may require another 200 persons for various types of additional requirements .She has been given complete charge of the companys HRM .Point out ,what functions is she supposed to perform.(4).*

Q.18. *What are the objectives of SEBI?(4)*

Q.19. You are a toothpaste manufacturer and have introduced a new brand of toothpaste in the market? How will you determine the price of this product? Explain by giving any four points. (4)

Q.20. "How well one delegates, determine how well he manages". In the light of the statement, explain any four points of importance of delegation. (5)

Q.21. In an organisation all the employees take things easy and are free to approach anyone for minor queries and problems. This has resulted in everyone talking to each other and thus resulting in inefficiency in the office. It has also resulted in loss of secrecy and confidential information being leaked out. What system do you think the manager should adopt to improve communication. Also explain the barriers to overcome communication. (5)

Q.22. Controlling is an indispensable function of management. Do you agree? Give four reasons in support of your answer. (5)

Q.23. Explain Capital Market Reforms and Monetary Reforms as economic changes initiated by government of India since 1991. (6)

Q.24. Bending the customer according to the product and developing the product according to customer needs are the two important concepts of marketing management. Identify the concepts and differentiate between the two. (6)

Q.25. Neelabh is engaged in Transport Business and transports fruits and vegetables to different states. Stating the reasons in support of your answer, identify the working capital requirement of Neelabh. He also wants to expand and diversify his transport business, explain factors that will affect his fixed capital requirement. (6)



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5. Attempt all parts of a question together.

Q.1. List any two social objective of management. (1)

Q.2. At which level of management are the managers responsible for maintaining the quality of output and the safety standards. (1)

Q.3. Name the type of plan that does not allow for any flexibility or discretion. (1)

Q.4. Why can responsibility not be fixed in an informal organisation? (1)

Q.5. What is meant by Capital Structure in financial planning? (1)

Q.6. What is meant by cost of Debt? (1)

Q.7. What is the advantage of registering Trade Mark? (1)

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Q.12.*What is Financial Market ?Explain any two functions of Financial Market..(3)*

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XII-Preliminary Examination (2014-15)
LQ4P.XII-Prelim 2015/c1

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