

**INTERNATIONAL INDIAN SCHOOL, DAMMAM**  
**BUSINESS STUDIES**  
**PRELIMINARY EXAMINATION 2013-14**

**Class – XII**

**Max. Marks – 90**  
**Time - 3 Hrs.**

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**General Instructions: -**

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

- Q1. Who can play a role in a achieving objective of consumer protection? Give two names. (1)
- Q2. Name the force that binds all the other functions of management. (1)
- Q3. Give the meaning of 'Autocratic Style' of leadership. (1)
- Q4. Booking of air tickets through internet refers to an example of a dimension of business environment. Name the dimension. (1)
- Q5. Planning is an empty exercise without this function of management. Mention this function. (1)
- Q6. What is the composition of national commission under the provisions of consumer Protection act 1986. (1)
- Q7. Following a pre-decided plan, when circumstances change may not turn out to be in the oraganisations' interest. Which limitation of planning is indicated here. (1)
- Q8. Which feature of planning is stressed by saying that planning is an intellectual activity of thinking rather than doing ? (1)
- Q9. It is an incentive offered over and above the wages/salary to the employees. Name the type of financial incentive. (1)
- Q10 It refers to the process of defining and grouping the activities of the enterprise and establishing authority relationships among them. Which function of management is highlighted here? (1)
- Q11. What is meant by internship training? (1)
- Q12. It merely means the granting of authority to subordinates to operate within the prescribed limits. Mention the concept referred here. (1)
- Q13. In your school you observe that books are kept in office, chalks in the library and office records in the staff room. How will this effect the achievement of school objectives? Which aspect of management is lacking here and why?

- As a manager what steps will you take to rectify the short comings? (3)
- Q14. Explain the following principles of Scientific Management:-
- a) Unity of direction.
  - b) Esprit de corps
  - c) Initiative (3)
- Q15. Draw a label for Tea and high light the important information to be provided on it? (3)
- Q16. Explain the factors affecting the dividend of policy of a company. (3)
- Q17. A Company wants to establish a new unit in which a machinery worth Rs.10 lakhs. Identify the type of decision and explain the factors involved? (3)
- Q18” Stock Market quotations contribute to better allocation of capital and promoting the habit of saving and investment.” Explain? (3)
- Q19 “Planning is not a guarantee of success of a business “ Comment. (4)
- Q20. The court passed an order to ban coal furnace in hotels and eateries as
- i. they are creating many environmental problems which affect the life of people in general.
  - ii. society in general is more concerned about quality of life.
- Identify the different dimensions of Business Environment by quoting the lines from the above particulars and also state any two values communicated to the society. ? (4)
- Q21. Management of Parco Ltd., emphasizes only on organizational objectives. Identify and explain the other objectives which are being ignored. State any two values which are being communicated to the society while fulfilling these objectives. (4)
- Q22. Explain any four points of importance of consumer protection from the point of view of business. (4)
- Q23. Explain the steps involved in the process of staffing of employees? (5)
- Q24. Briefly explain the following terms: (5)
- a) Critical point control
  - b) Management by exception
  - c) Key result areas
  - d) Break Even Analysis
  - e) Budget
- Q25. Write a note on National Stock exchange of India and its market segments. Also give its objectives (5)

Q26. 'Various tools of communication are used by the marketers to promote their products.'

Answer the following questions:

- a) Name and explain the most commonly used non-personal tool of promotion which is paid for by a marketer.
- b) Which tool of promotion will primarily be used for the following?
  - i) To promote or protect a company's image or its individual products.
  - ii) An existing product meant for mass usage by literate people.
  - iii) To introduce a new product to a particular class of people through door-to-door visits. (5)

Q27. What is capital budgeting? Explain why this decision affects the future prospects of the company? (6)

OR

You are the financial manager of a company. The Board of Directors has asked you to determine the amount of fixed capital requirements for the company. Explain any four factors that you will consider while determining it.

Q28. Communication originally drafted in English has been very poorly translated in Hindi. Name the type of barrier to effective communication and explain any other five barriers of this type.

OR

Identify the function of management which refers to the process of instructing, guiding, counseling, motivating and leading people in the organization to achieve objectives.

Explain the importance of this function of management. (6)

Q29. What is meant by decentralization? Explain any four points why decentralization is important in large organizations. (6)

OR

Explain Formal organization and informal organization inspite of disadvantages the existence of informal organization is important. Give Reasons.

Q30. Pricing occupies an important place in the marketing of goods and services and its determination is affected by many factors. Explain. (6)

OR

Briefly explain the elements of marketing mix.