

INTERNATIONAL INDIAN SCHOOL-DAMMAM
II TERMINAL EXAMINATION –DECEMBER -2015

CLASS:- XII

MARKS:-80

SUBJECT:- BUSINESS STUDIES

TIME :- 3hrs.

SET-A

GENERAL INSTRUCTIONS

- Answers to questions carrying 1 mark may be from one word to one sentence.
- Answers to questions carrying 3 marks may be about 50-70 words.
- Answers to questions carrying 4-5 marks may be about 150 words.
- Answers to questions carrying 6 marks maybe be about 200 words.
- Attempt all the questions

Marketing manager of Ashoka Ltd has set sales targets of his sales executive. But he did not give them the authority to grant rebate and credit facilities to the customer, which are so essential on various occasions. Consequently sales executive failed to achieve their targets'. Identify the principle of management ignored in this case?

1

Give the meaning of 'strategy' as type of plan.

1

Different techniques were developed by Taylor to facilitate principles of scientific management. one of them is 'Fatigue study'. What is the objective of this study?

1

The personnel manager of 'Blue Dart Courier Pvt Ltd' adopted a special process for the selection of employees in this company. Its main stages were as under
 (i)Preliminary screening (ii)selection (v) Job offer
 (iii)Employment interview (iv)Medical examination
 On the basis of the 'repeated use' Identify the type of plan described above & explain its meaning.

1

It is formed by grouping together the entire work to be done into major functional Department. Name it.

1

Why a proper organizational structure is essential for an organization?

1

What is the primary objective of financial management?

1

From the point of view of 'control' which source of finance should be avoided?

1

'Natural disaster like floods in Gujarat has been responsible for failure of production and sales of Jindal Textile Industry'. Which limitations of planning is highlighted in the given statement? State any two such limitations.

1+2=3

Rekha runs a factory wherein she manufactures shoes. The business has been doing and she intends to expand by diversifying into leather bags as well as western formal wear thereby making her company a complete provider of corporate wear. This will enable her business unit as the one shop for working women.

2+1=3

	(a) Which type of structure would you recommend for her expanded organization and why? (b) Write any one advantage of such Structure.	
11	Distinguish between training and development.	3
12	Dheeraj, a sales representative of Limonite Ltd has changed seven jobs in the last one Year. He is hardworking person but is not able to finalize deals with the customer due To his inadequate vocabulary and omission of needed words. Sometimes he uses wrong words because of which intended meaning is not conveyed. All this created a mis-understanding between him and his clients. (a) Identify the communication barrier discussed above. (b) State the category of this communication barrier. (c) Explain the communication barrier of the same category.	1+1+1=3
13	Explain the meaning of financial planning? Why is it important? Give any two Reasons.	1+2=3
14	The production manager of Jaishree Chemicals Limited', Mr. Ramesh has fixed Several standards for his department. These standards are related to quantity, Method of working, quantity, cost and time. For example, he has fixed the standard That a worker shall follow a particular method of working to produce ten units daily. This is a standard related to quantity and method of working. One of the employees of production department Mr. Sawan Lal, wants to give his Performance better than others. He hopes that instead ten units, he produce fourteen units in a day, but to achieve this objective, he will have to follow a separate method of working. He speaks of his desire to his supervisor. The supervisor refuses him to do so by saying that the work should be done in accordance with the pre-fixed standards. Answer the following questions on the basis of paragraph given above. (a) Which concept of scientific management has been implemented here by production manager? (b) Which two limitations of planning have been mentioned here? Identify them. (c) Which two values are being violated here?	1+2+1=4
15	Neeraj Gupta started a company 'YoYo Ltd with ten employees, to assemble Economical computers for the Indian rural market. The company did very well in its initial years. As the product was good and marketed well, the demand went up. To increase production the company decided to recruit additional employees. Neeraj Gupta, who was earlier taking all decisions for the company, had to selectively Disperse the authority. He believed that people are competent, capable and resourceful And can assume responsibility for effective implementation of their decisions. This paid Off and the company was not only able to increase its production but also expanded Its product range with different features. (a) Identify the concept used by Neeraj Gupta through which he was able to steer His company to greater heights. (b) Also explain any three points of importance of this concept.	1+3=4
16	A major insurance company handled all recruiting, screening and training processes For data entry/ customer service representatives. Their competitors was attracting Most of the qualified, potential employees in their market. Recruiting was made even more difficult by the strong economy and the 'jobseekers market'. This resulted in the Client having to choose from candidates	4

<p>the soft skills needed for the job, but lacked the proper 'hard' skills and training.</p> <p>(a) As an HR manager what problems do you see in the company?</p> <p>(b) How do you think it can be resolved</p>	
<p>ere are two managers of a company. Ravi and Raju. Ravi is saying that 'Planning is looking ahead whereas controlling is looking back'. On the other hand, according to Raju, 'Planning is looking back whereas controlling is looking ahead'.</p> <p>Who is correct and why?</p>	4
<p>Differentiate between Capital Market and Money market. (any 4 pts)</p>	4
<p>A toy car free with Kellogg's cornflakes' is an example of one of the techniques of Sales promotion.</p> <p>Name the technique and explain two other techniques with examples.</p>	4
<p>"Maslow's need hierarchy is considered fundamental to understanding of Motivation". In the light of this statement, Explain Maslow's need hierarchy in motivation</p>	5
<p>R&D Ltd. is a large manufacturing unit. Recently, the company has conducted the 'time' And 'motion' studies and concluded that on an average a worker could produce 120 units Per day. However, it has been noticed that average daily production of a worker is in the Range of 80-90 units.</p> <p>Which function of management is needed to ensure that the actual performance is in accordance with the performance as per 'time' and 'motion' studies? State four importance of this function of management.</p>	5
<p>R' Limited is manufacturing steel at its plant in India. It is enjoying a buoyant demand for its products as economic growth is about 7%-8% and demand for steel is growing. It is planning to set up a new steel plant to cash on the increased demand. It is estimated that it will require about Rs.2000croresto set up and about Rs.500 croreof working capital to start the new plant.</p> <p>(a) Describe the objectives of financial management for this company.</p> <p>(b) Identify and state the decision taken by the finance manager in the above case.</p> <p>(c) State any one common factor affecting the fixed and working capital requirements of 'R' Ltd.</p>	5
<p>Sigma Ltd. is a large company manufacturing electric motors. The company has several Departments- production, marketing Finance and HR. Mr. Shashank,CEO of the company set the target sale of Rs.10 crore in a month. To increase the sales, the marketing manager,Mr.Ishaan insists on offering 10%discount to customers. But the finance manager, Mr.Mohandoes not approve such discount as it would mean loss of revenue. Because of Dual subordination, the sales manager, Mr.Ansik could not achieve the sales target.</p> <p>(a) Which concept of management Sigma Ltd. is lacking? State it.</p> <p>(b) Which principle of management has been overlooked by this company? State it.</p> <p>(c) Which principle of Fayol will you suggest the company to follow? State it.</p>	6
<p>The directors of a company want to modernize its plant and machinery by making A public issue of shares .they wish to approach the stock exchange, while the finance manager prefers to approach a consultant for the new public issue of shares.</p>	1+5=6

	<p>Advise the directors whether to approach the stock exchange or a consultant for a new Public issue of shares and why? Also advise about the different methods which the Company may adopt for a new public issue of shares.</p>	
25	<p>Advertising' and 'Personal Selling' both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six differences.</p> <hr style="border-top: 1px dotted black;"/>	6