

Directorate of Education
Govt. of NCT of Delhi

Practice Test Material

2015-2016

Subject : Business Studies
Class : XII

Under the guidance of :
Addl. DE (School/Exam)

PRACTICE TEST-1

CLASS: XII

SUBJECT: BUSINESS STUDIES

NATURE AND SIGNIFICANCE OF MANAGEMENT

Max. Time : 50 min.

M.M. 25

1. What is meant by management? 1
2. Enumerate the levels of management. 1
3. In which activity do the managers of top level spend more of their time. 1
4. A manufacturer of refrigerator uses new technology which does not release harmful gases, and does not cause air pollution. Which value is being followed here? 1
5. Management is a profession like Chartered Accountancy, Medicine and Law. Do you agree with this statement black? Give any three reasons in support of your answer. 3
6. "Lack of proper management results in wastage of time, money and efforts." In the light of this statement explain any three points of importance of management. 3
7. "Management helps an individual to develop team spirit, co-operation and commitment to group success". Explain the statement. 4
8. Raman is working as Regional Manager in Simco Ltd. Name the managerial level at which he is working. State any four functions he will perform as 'Regional Manager' in the company. 5
9. XYZ Ltd. believes that the members of an organization should have a drive to work towards fulfilment of common organisational goals. Team work and integration of efforts of all employees is expected, as every employee and every department depends on each other for information and resources to complete their task.
 - a) Identify the concept of management discussed in the above case study.
 - b) State any three features of the concept identified in (a).
 - c) Identify and explain the characteristic of management which is reflected in the case. 6

PRACTICE TEST-2

CLASS: XII

SUBJECT: BUSINESS STUDIES

PRINCIPLES OF MANAGEMENT

Max. Time : 50 min.

M.M. 25

1. Which principle of management suggests that employees should be encouraged to develop and carry out their plans for improvement? 1
2. In a school there are two Vice Principals who work with co-ordination. Teachers know that each group of activity has same objectives and one plan. Which principle of management is being followed here? 1
3. Name any two management techniques developed on the basis of principles of management. 1
4. Which device helps subordinates of the same level of different departments to communicate directly in case of emergency? 1
5. In your school you observe that books are kept in office, chalks in the library and office record in the staff room.
 - a) How will it affect the achievement of the school objectives?
 - b) Which aspect of management is lacking here and why? As a manager what steps will you take to rectify the shortcomings? 3
6. Principles of management help in thoughtful decision-making. How? 3
7. An organisation follows the principles of management. What are the positive effects of each of the following principles of management on the organisation:
(i) Scalar Chair (ii) Equity (iii) Division of Work
8. Identify and explain the following principles of management:
 - a) That prevents dual subordination
 - b) That prevents overlapping of working of two divisions. 4
9. "Authority brings responsibility". Explain and comment on this principle of Henry Fayol. 3
10. In each of the following cases, identify which principle of management given by Henri Fayol is being violated:
 - i. When all divisions of the company have a separate set of goals.
 - ii. When a manager grants one month medical leave to his supervisor whereas grants only one week's medical leave to the accountant for the same reason.
 - iii. When a subordinate receives orders from two superiors
 - iv. When a subordinate habitually contacts higher authorities in the company by surpassing his/her immediate superior
 - v. When a sales manager is not given right to give discount wherever necessary. 1x5

PRACTICE TEST-3

CLASS: XII

SUBJECT: BUSINESS STUDIES

MANAGEMENT AND BUSINESS ENVIRONMENT

Max. Time : 50 min.

M.M. 25

1. Define Business Environment. 1
2. "Demand of sarees is high in India but almost nil in Japan", which element of business environment is referred by this point? 1
3. Define 'globalisation' as a process of economic reform. 1
4. Due to entry of foreign firms, competition for Indian firms has increased, especially in service industries. Name one such service industry. 1
5. "Nakul, a Manager of firm always takes into account the changes taking place in business environment while determining plans. He accepts changes readily and gives useful suggestions to his superior. He enjoys cordial relations with his co-workers. Which three values are being exhibited by Nakul? 3
6. Distinguish between economic and political environment of business. Looking at the present circumstances, how, has been the political environment of India affecting Indian Business. 3
7. "Management of every enterprise can be benefited by being aware of different dimensions of business environment." Explain such dimensions. 4
8. Explain any five aspects of government policy changes since 1991 on business and industry. 5
9. Lately many companies have planned for significant investment in organising retailing in India. Several factors have prompted their decisions in this regard. Consumer's income is rising. People have developed a taste for better quality products even though they may have to pay more. The government permitted cent percent foreign direct investment in some sectors of retailing. Identify the changes in business environment under different dimensions, quoting the lines from above para. 6

PRACTICE TEST-4

CLASS: XII

SUBJECT: BUSINESS STUDIES

DIRECTING

Max. Time : 50 min.

M.M. 25

1. Supervision needs effective communication in the organisation. Comment. 1
2. How does communication help in increasing managerial efficiency? 1
3. What is Laissez-faire leadership style? 1
4. 'Resistance from people to introduce changes in the organisation can be removed through motivation'. Explain. 1
5. 'Every action in the organisation is initiated through directing'. Give four points to explain this statement. 4
6. Maslow's need-hierarchy is considered fundamental to understanding of motivation. Explain the role of need hierarchy in motivation. 4
7. During the annual function of ABC Ltd., the employees were interacting with each other. One of the supervisors gave a suggestion to the Manager of his Department. The manager appreciated the suggestion very much. He gave an appreciation letter to the supervisor during the function, to encourage him. This had a positive effect on other employees also:
 - i. Identify the type of communication used. Give two advantages of such communication.
 - ii. Identify the type of incentive referred above. 4
8. Rohit was working in an enterprise on daily wage basis. It was difficult for him to fulfill the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.
 - a. By quoting the lines from the above paragraph identify the needs of Rohit that are satisfied by the offer of cycle company.
 - b. Explain two other needs of Rohit followed by above that are still to be satisfied. 4
9. Teja Ltd. is an organization manufacturing generators. The marketing manager delegates the task to five sales representatives working under him. Among them three sales representatives were able to achieve their respective targets. As a result, the marketing manager talks to the CEO of the company to recognize the performance of the three sales representatives. The company decides to upgrade their cadre and their salary package also.
 - i. Name and explain the element of directing function which the company assures the three representatives to achieve their targets.
 - ii. Which values does the company inculcate in the other two sales representatives? 5

PRACTICE TEST-5

CLASS: XII

SUBJECT: BUSINESS STUDIES

DIRECTING

Max. Time : 50 min.

M.M. 25

1. To create a desire among employees to perform to the best of their ability is an important element of directing. Name it. 1
2. Why is it said that, 'the supervisor is a link between management and the operative employees'? 1
3. XYZ Ltd. assured their employees that inspite of recession, no worker will be retrenched from the job. Name the type of incentive offered to the employees. 1
4. Reeta, working in Y Ltd., is participative in the sense that she consults subordinates on proposed action and decisions. She provides freedom of thinking and action by listening to suggestions, grievances and opinions of the subordinates. She also delegates authority and allows subordinates to share views on the basis of which Reeta leads her subordinates. Which style of leadership is Reeta following? Which value is being presented by Reeta? $\frac{1}{2}+\frac{1}{2}=1$
5. Explain any three characteristics of Autocratic leadership styles. 3
6. "A leader who has only good physical features and required knowledge and competence but still cannot inspire others to work," then what else is required by a leader to be successful? Explain by giving any three points. 3
7. There are some barriers in communication which are concerned with encoding and decoding of message. Explain any three such barriers. 3
8. ABC Ltd. offers to its employees to issue shares at a price which is less than the market price:
 - i. Name and explain the type of incentive offered to the employees.
 - ii. Explain one more incentive of the same category. 3
9. "Directing integrates and co-ordinates employees efforts." Explain. 4
10. Following communications indicate barriers to effective communication. Identify them and also mention the measures to be taken to improve the effectiveness of communication :
 - a. The National Sales Manager during his visit to the southern zone, spoke to the sales managers in Hindi.
 - b. During a meeting, the manager was addressing to the problem of competitors pricing policy. The two executives were busy talking to each other about their plans for the upcoming long weekend. The manager got distracted and forgot to inform the major change in company's pricing policy.

- c. Mohit prefers to stay away from his boss. He is always scared of, what if his boss does not approve his suggestions.
- d. The Sales Manager while addressing to fresh graduates explained the threats and opportunities company was facing. He used lot of technical words which he had learnt in his MBA classes.
- e. Sonu Garments Ltd. follows scalar chain very strictly. No employee, (whatsoever may be the emergency) is allowed to divert from the defined path of communications.

PRACTICE TEST-6

CLASS: XII

SUBJECT: BUSINESS STUDIES

CONTROLLING

Max. Time : 50 min.

M.M. 25

1. Is controlling 'the end' of management functions cycle? Give reason in support of your answer. 1
2. Controlling is dependent on another functions of management. Why. 1
3. Suppose you are the manager of ABC Clothing Ltd. It comes to your knowledge that postal expenses have increased by 15% over the standard price and cost of labour and raw materials has increased by 3%. Which of the two situations is more critical according to you? 1
4. What should be the 'focus point' for a manager while controlling as controlling at each and every step is not possible? 1
5. How are deviations revealed in controlling process? 3
6. A manager observes that an old employee is not doing the required work. Manager scolds him rudely without asking him the reasons. Which values are being ignored here? 3
7. How does controlling help in 'efficient use of resources' and how does it facilitate 'decision making'? Explain. 3
8. "Controlling provides direction to all activities and effort for achieving organizational goals". Which point of importance of controlling is being referred here? Discuss it briefly. 3
9. Enumerate the following limitations of controlling:
 - i. Difficulty in setting standards
 - ii. Resistance from employees 4
10. Kapil and Kamal & Co. is a large manufacturing unit. Recently, the company had conducted time and motion studies and concluded that on an average, a worker could produce 300 units per day. However, it has been noticed that the average daily production of a worker is in the range of 200-225 units.
 - a. Name the function of management and identify the steps in the process of this function which helped in finding out that the actual production of a worker is less than the set target.
 - b. To complete the process of the function identified in (a) to ensure the performance as per time and motion studies, explain what further steps a manager needs to undertake. 5

PRACTICE TEST-7
CLASS: XII
SUBJECT: BUSINESS STUDIES
PLANNING

Max. Time : 50 min.

M.M. 25

1. 'Managers are busy, all the while planning for the organisation'. Identify the feature of planning. 1
2. How will you classify planning – is it a thinking process or a doing process? Give a reason. 1
3. Name the type of plan which specifies the steps to carryout different activities in a chronological order. 1
4. "Earthquake in Nepal and regions of Bihar and UP in India was responsible for disruption of production of M.K. Industries," which limitation of planning is highlighted in this given statement? State any two other limitations as well. 3
5. Identify the type of plan in the following :
 - i. RK Ltd. allocated Rs. 100 crores to its cosmetics business, Rs. 50 crore to furniture business and Rs. 120 crores to readymade garments business.
 - ii. HIG Ltd. fills its middle level management posts internally only.
 - iii. XYZ Ltd. uses vestibule training for its workers to get to know the handling of machinery. 3
6. Distinguish between procedure and method on the following basis:
(i) Nature (ii) Flexibility (iii) Scope 3
7. Is planning actually worth the huge costs involved? Explain. 3
8. Explain any four features of planning. 4
9. A company is manufacturing soft toys. It wants to increase profits. Christmas season is approaching so it hopes for increase in sales. The company has three choices:
 - a) It makes a deal with Disney Ltd. and manufactures its merchandise
 - b) It uses low quality raw material and sells the soft toys.
 - c) It focuses on developing good quality soft toys and increases advertisingIt decides on choice (b) :
 - i. Identify the concept of management involved.
 - ii. Mention the steps involved in the above process by quoting the lines from the question.
 - iii. To complete the process of the concept identified in (i). What two next steps does the company need to undertake?
 - iv. Which value is lacking in the decision? (1+2+2+1=6)

PRACTICE TEST-8
CLASS: XII
SUBJECT: BUSINESS STUDIES
PLANNING

Max. Time : 50 min.

M.M. 25

1. Name the function of management under which policy and strategies are being formulated. 1
2. Give any two examples of Standing plans. 1
3. What does the term 'developing premises' refer to? 1
4. Nestle Ltd. planned a steady growth for its famous brand 'Maggi' for this year too. But certain samples in different parts of this country were found with high lead content. This lead to instant fall in demand of the product. What limitations of planning can you recognise here? Write any two other limitations of planning as well. 3
5. "Failing to plan is planning to fail". Based on this statement, highlight the importance of planning. 3
6. Identify the type of plan in the following cases:
 - a. Sequential steps for selecting employees
 - b. McBurgers Ltd. selects its top level management through external source of recruitment only
 - c. MNS Ltd. has 'No Smoking' written on all its factory walls. 3
7. Amoeba Ltd. is into developing online games. Now they want to venture into providing sports equipments online. This way they wish to cover the physical sports arena also. It will invest Rs. 20 lakh for it. What kind of plan is it? Elaborate. 3
8. Differentiate between rules and methods. 4
9. Due to increased competition in the market, a car manufacturing company is launching new models in the market. These models have air bag feature for consumers' safety. The prices are also competitive.
 - i. Identify and quote the line referring to type of plan being used here.
 - ii. State the steps that may be involved in making the plan a success.
 - iii. State any one value which the company wants to communicate

(2+3+1=6)

PRACTICE TEST-9

CLASS: XII

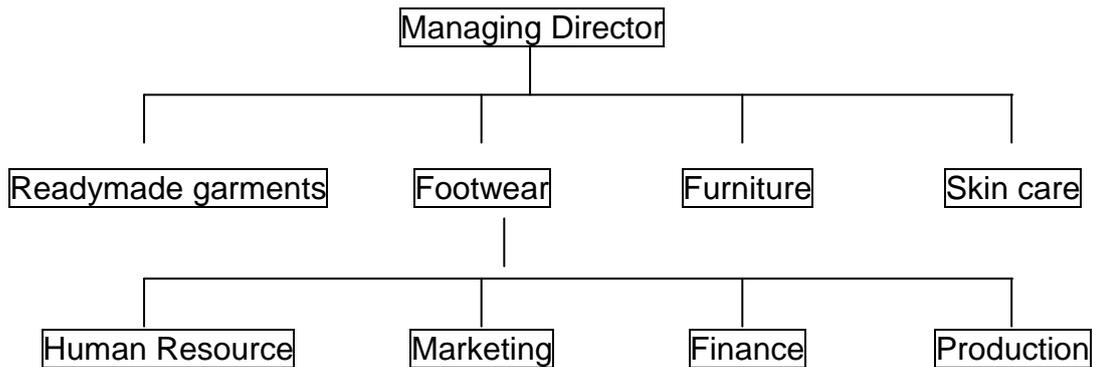
SUBJECT: BUSINESS STUDIES

ORGANISING

Max. Time : 50 min.

M.M. 25

1. Name the process of grouping the activities of similar nature. 1
2. What is delegation of authority? 1
3. Name the form of organisation which is not deliberately created. 1
- 4.



- Which concept of management is being represented above? Where is this form suitable? 3
5. A readymade garments company has its registered office in Noida. Its factory is in Gurgaon where production work takes place and its sales and marketing division is in Delhi. Which type of organisation structure should it follow? Write any of its two advantages. 3
 6. Why is organising function so important? Give three reasons. 3
 7. Mr. A and Mr. B are arguing on whether centralisation is better in an organisation or decentralisation. Mr. A believes that more centralisation should be there while Mr. B thinks otherwise. Whom would you support and why? 3
 8. Suggest the type of organisation being referred to below along with two merits associated with each.
 - i. Interaction between officials based on clearly defined roles.
 - ii. Friendly relations among members of an organisation. 4
 9. Rajeev, the owner of Pathways Constructions decided to start a campaign to create awareness among people for developing clean surroundings in their area. He formed a team of 10 members to list different ways for cleaning the surrounding. One suggested to take the help of local residents, another suggested that they may involve school going children in their venture. On evaluation of different ways, it was decided to take the help of local residents. To achieve the desired goal various activities were identified like:

- a. purchase of necessary items like dustbins, garbage bags, brooms, etc.
- b. collection of garbage;
- c. disposal of garbage

After identification of different activities the work was allocated to different members:

- i. Identify the concept of management involved in the above situation and quote the lines which help in their identification.
- ii. Also identify the values which the company wants to communicate to the society.

PRACTICE TEST-10

CLASS: XII

SUBJECT: BUSINESS STUDIES

STAFFING

Max. Time : 50 min.

M.M. 25

1. "Our assets walk out the door each morning. We have to make sure that they come back the next morning." What is the statement made by Mr. Narayan Murthy, CEO, Infosys referring to? 1
2. 'Recruitment' is one of the specialised activity performed by human resource management. Mention any two other specialised activities relating to it. 1
3. How does staffing help to ensure optimum utilisation of resources? 1
4. A company is expanding its business to Delhi, Chennai and Bangalore. Which source of recruitment shall it employ? Write the merits associated with it. 3
5. What type of selection test should be done for the post of:
 - i. Receptionist
 - ii. Teacher
 - iii. Electrician 3
6. Identify the source of recruitment used in the following cases:
 - i. Requirement for casual workers during Diwali season is placed on a biscuit manufacturing factory's notice board.
 - ii. Infosys Co. goes to IIM Ahmedabad for recruitment of freshers.
 - iii. ABC Ltd. has a 'Buddyboom' program where an employee can refer his friend or relative who is qualified for a post.
 - iv. XYZ Co. is searching for eligible candidates from www.naukri.com 4
7. "If you wish to plan for a year, sow a seed; if you wish to plan for 10 years, plant trees; if you wish to plan for a lifetime, develop people" which element of management is being referred to here? Explain its importance (any two points). 3
8. Explain any 3 limitations of external sources of recruitment. 3
9. Mr. Oberoi wants to start a business of eco-friendly disposable paper plates. He wants to set it in hilly and backward areas of North East India where employment opportunities are low and labour is cheaply available. He has done his workload analysis and started recruitment process through www.naukri.com for his heads of all departments i.e. purchase, production, finance, sales:
 - i. Which process is he following?
 - ii. What will be the next steps?
 - iii. Write any two values that Mr. Oberoi is presenting while conducting his business. 1+4+1=6

PRACTICE TEST-11
CLASS: XII
SUBJECT: BUSINESS STUDIES
STAFFING

Max. Time : 50 min.

M.M. 25

1. 'Right person for the right job' refers to which function of management? 1
2. How do the famous Dabbawalas of Mumbai make their new trainees understand the process of delivery? 1
3. What is meant by 'Induction training'? 1
4. Why do you think staffing as a function is important? Give three reasons. 3
5. Name the methods of training :
 - i. Ram is working and learning under Abdul, an expert electrician for the past 3 years.
 - ii. XYZ is conducting training of its workers for the new machines being setup in the factory away from the actual work floor so that they get acquainted with the method of using them.
 - iii. MBA students work as trainees for 2 to 3 months in different organisations along with regular studies. 3
6. Explain the three sources of internal recruitment. 3
7. Identify and state the following aspects of staffing:
 - i. Identifying and attracting prospective employees
 - ii. Assessment, evaluation and final match
 - iii. Acquainting and skill development 3
8. ABCL Tech Ltd. a BPO focuses on training and development of its staff on regular basis, what do you think is the benefit for the company in it? Elaborate. 4
9. LMN Ltd., a mobile manufacturing company requires software developers and engineers for its research and development department. It wishes to select best persons for the job. It has completed its recruitment drive.
 - i. Explain the process it needs to follow now?
 - ii. Once the selected employees join the organisation which element of directing will help the organisation to retain them in the organisation for long term? 5+1=6

PRACTICE TEST-12
CLASS: XII
SUBJECT: BUSINESS STUDIES
FINANCIAL MANAGEMENT-I

Max. Time : 50 min.

M.M. 25

1. Define Financial Management. 1
2. What is Financial Leverage? How is it computed? 1
3. Why are capital budgeting decisions called 'irreversible' decisions? 1
4. Amar is doing his transport business in Delhi. His buses are generally used for the tourists going to Jaipur and Agra. Identify the working capital requirement of Amar giving reason in support of your answer. Further Amar wants to expand and diversity his Transport Business. Enumerate any four factors that will affect his fixed capital requirements. 3
5. In a company profits are high and in future less scope of expansion exists. The company has decided to distribute less amount of share of profits to its shareholders:
 - a. Identify and state the decision of financial management involved
 - b. State any one value which is affected by the company's decision. 3
6. Mahima Ltd. needs machinery for production purpose. The manager has two options available:
 - i. Machinery which has quality certification mark and approved by the government costing Rs. 3,00,000
 - ii. Machinery which has the same production capacity but is not approved by the government costing Rs. 20,000.The Manager decides to go with the second alternative.
 - a. Identify and state the decision of financial management taken by the manager.
 - b. State any value which is overlooked by the manager. 3
7. To avoid the problem of shortage and surplus of funds, what is required in financial management? Name the concept and explain any two points of its importance. 3
8. How does 'Trading on Equity' affect the choice of capital structure of a company? Explain with the help of a suitable example. 4
9. Tata International Ltd. earned a net profit of Rs. 50 crores. Ankit the finance manager wants to decide how to appropriate these profits. Identify the decision that Ankit will take and also discuss any five factors which help him in taking this decision. 6

PRACTICE TEST-13
CLASS: XII
SUBJECT: BUSINESS STUDIES
FINANCIAL MARKET

Max. Time : 50 min.

M.M. 25

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|----|---|---|
| 1. | Define Financial Market. | 1 |
| 2. | What do you mean by 'Bridge Financing'? | 1 |
| 3. | Kabira got a chance to buy shares in the ratio of 1:1 from XYZ Ltd. What is this type of issue called? Name any one other way of issue shares under primary market. | 1 |
| 4. | 'Money market instruments are more liquid than capital market instruments'. Comment. | 3 |
| 5. | 'SEBI' is the watchdog of security market'. Comment. | 3 |
| 6. | 'Stock market imparts liquidity to investment'. Comment. | 3 |
| 7. | "Stock market quotations contribute to better allocation of capital and promoting the habits of savings and investments." Explain. | 3 |
| 8. | Explain the following money market instruments : (i) commercial paper (ii) commercial bill. | 4 |
| 9. | Explain the regulatory and developmental functions of Securities and Exchange Board of India. | 6 |

PRACTICE TEST-14
CLASS: XII
SUBJECT: BUSINESS STUDIES
FINANCIAL MARKETS

Max. Time : 50 min.

M.M. 25

1. Stay any one consequence of a well performed 'allocated function' of a financial market. 1
2. 'Money market instruments are more safe than capital market instruments'. Why? 1
3. How stock market conditions affect dividend decisions? 1
4. Explain various protective functions of SEBI. 3
5. Explain the following money market instruments:
(i) call money (ii) treasury bill 3
6. Write short note on 'Trading Procedure on a Stock Exchange'. 3
7. 'To promote orderly and healthy growth of securities market and protection of investors, SEBI was set up'. With reference to this statement explain the objectives of securities and Exchange Board of India. 3
8. Differentiae between 'Capital market' and 'Money market' on the following basis:
(i) participants (ii) instruments (iii) investment outlay (iv) liquidity 4
9. The directors of a company want to modernise its plants and machinery by making a public issue of shares. They wish to approach stock exchange. While the Finance Manager prefers to approach a consultant for new public issue of shares. Advice the directors whether to approach stock exchange or consultant for the new public issue of shares and why? Also advice about the different methods which the company may adopt for the new public issue of shares. 6

PRACTICE TEST-15
CLASS: XII
SUBJECT: BUSINESS STUDIES
MARKETING MANAGEMENT

Max. Time : 50 min.

M.M. 25

1. Define Marketing Management? 1
2. It is belief of 'Sumedha Garments Pvt. Ltd.' that if the quality of goods/services is good then the customers can easily be attracted. 'The basis of this thinking is that the customers get attracted towards the product of good quality' on the basis of this thinking the company directs its marketing efforts towards improving the quality of its product.

Identify the marketing philosophy mentioned in above case. 1
3. Sale up to 50% + 10% is an example of which sale promotion technique? 1
4. What is the role of 'Public Relations' department in an organisation? 1
5. Advertisement is an important business activity. On the one hand it makes information available to the people regarding different new and old products and on the other, it is also a source of living for many people. Impressed by these traits of advisement. Kiran, Anu and Manu three friends and students of Class XII made up their mind to go ahead with project work on advertisement all the three conversed with the people about advertisement on the basis of his survey concluded as under :
 - i. Kiran opinion that : advertisement costs get transferred to consumers in the form of high prices
 - ii. Anu was of the opinion that advertisement showed reality in twisted form
 - i. Manu maintained that advertisement was turning people from reality to artificiality.
What are your views and opinion about advertising based on above? 4
6. Mr. Sudhir is the Sales Manager of 'Sagar Pvt. Ltd.' since sometimes, performance of his department has failed to reach the acceptable level. It is a matter of concern for the General Manager. He is keen to mend this dismal situation at any cost. Mr. Sudhir made efforts to find out the causes of this situations. He found that giving incentive to the buyers was absolutely necessary. Mr. Sudhir launched a scheme for the customers under this scheme a coupon is to be issued to that customer who buy goods at a specific date. Later on a draw would be done on a later date and gift will be distributed to the winners.

Identify the sales promotion technique in the above case. Explain any three other techniques also. 4
7. What are the characteristics of a good brand? Explain any four points. 4

8. What do you mean by packaging? State any three functions of packaging. 4
9. Gita, Rubina, Jubina, all are doing MBA, all the three are to give their presentation on the topic of marketing they are discussing about the material to be included in the presentation. Main idea of their discussion are as follows:
- i. Gita was of the view that – he / she would be able to speak on clear, loud and balanced voice, while communicating he should be fully confident
 - ii. Rubina opined – he/she should be a good psychologist.
 - iii. Jibina held the view that – a healthy person very soon gets associated with customer.

Identify and quote lines regarding qualities of the salesman mentioned above. 5

PRACTICE TEST-16
CLASS: XII
SUBJECT: BUSINESS STUDIES
MARKETING MANAGEMENT

Max. Time : 50 min.

M.M. 25

1. What do you mean by 'Societal Concept' of marketing? 1
2. Manish is a shoe manufacturer for school students. She decided to maximize her profit by producing and distributing at large scale and reducing the average cost of production.
Identify the philosophy adopted by Mansi. 1
3. 'Goods are not bought but they have to be 'sold'. Name the marketing philosophy to which this statement is related? 1
4. Eureka Forbes sell their products to consumers directly. What is the channel of distribution used by them? 1
5. Rita, a business woman wants her business to grow. She mainly wants to focus on her sales department. So, suggest any four sales promotion techniques to her? 4
6. What are the tools of public relation? Explain any four. 4
7. What do you mean by labelling? Draw a label for toothpaste brand with necessary details? 4
8. Enumerate any four product related factors that should be taken into consideration while taking a decision on the choice of channel of distribution for any product? 4
9. Define marketing? Explain its features. 5

PRACTICE TEST-17
CLASS: XII
SUBJECT: BUSINESS STUDIES
CONSUMER PROTECTION

Max. Time : 50 min.

M.M. 25

1. How many members are required to constitute 'district consumer dispute redressal forum'? 1
2. As per CPA 1986, when can a consumer file a complaint in national commission. 1
3. Give any one responsibility of the consumer when he wants to buy something. 1
4. Give the name of two consumer organisations. 1
5. Tanya purchased some house hold goods from a 'General store'. She bought to a face cream also for which she didn't take a bill, she started using it her face burnt due to the use of the cream. Where should Tanya file a complaint? Justify under CPA 1986 (Consumer Protection Act, 1986) who can file a complained? 3
6. Explain the following rights of a consumer: 4
 - i. Right to information
 - ii. Right to be heard
 - iii. Right to safety
 - iv. Right to consumer education
7. Enlist various remedies available to consumer, according to Consumer Protection Act, 1986. 4
8. Write the role of consumer organisations and NGO's. 4
9. Explain the importance of Consumer's Protection from the point of view of business and point of view of consumers. 6

PRACTICE TEST-18

CLASS: XII

SUBJECT: BUSINESS STUDIES

NATURE AND SIGNIFICANCE OF MANAGEMENT

Max. Time : 50 min.

M.M. 25

- | | | |
|----|---|---|
| 1. | Define management in terms of its functions. | 1 |
| 2. | List any two organizational objectives of management. | 1 |
| 3. | How is management an art? | 1 |
| 4. | Which aspect of management can be said to be as central as the thread of garland? | 1 |
| 5. | What is the primary reason of a co-ordination? | 3 |
| 6. | Name the levels of management which are engaged in : | |
| | i. introducing a new product line and deciding the capital structure of the company | |
| | ii. recruitment of casual labours | |
| | iii. devise a suitable advertising campaign to sell a new product/service a company is launching. | 3 |
| 7. | ABC Ltd. is a leading automobile company in which the various departments are setting up their own objectives without paying any interest to the organisational objectives. Name the values which are ignored by the departmental heads and the impact of it on the organisation. | 4 |
| 8. | “Management process is a series of continuous composite and inter-related functions, with no pre-determined sequences.” Explain. | 5 |
| 9. | Management is universally necessary in an organisation? Explain the role and functions of management. | 6 |

PRACTICE TEST-19
CLASS: XII
SUBJECT: BUSINESS STUDIES
PRINCIPLES OF MANAGEMENT

Max. Time : 50 min.

M.M. 25

1. Why are principles of management gaining importance these days? 1
2. Why it is said that management principles are contingent? 1
3. Give the difference between the principles of 'Unity of Command' and 'Unity of Direction' on the basis of 'Aim'. 1
4. One of the fourteen principles of management as suggested by Fayol, emphasizes that there should be a team spirit of, unity and harmony in the work group. Name the principle. 1
5. Explain following :
 1. Science, not rule of thumb
 2. Harmony not discord. 1½+1½=3
6. Explain following :

Time study, motion study, fatigue study 3
7. An organisation employs more male employees than female employees because they can work overtime in case of excess work. They also pay less to female employees for the same work. Which values are being overlooked. Define social environment. 2+2
8. The production manager of an automobile company asked the foreman to achieve a target production of 200 units (scooters) per day. But he did not give him the authority to requisition tools and materials from the stores department. Can the production manager blame the foreman if he is not able to achieve the desired target? Explain principles relating to the situation. 5
9. Explain the concept of 'functional foremanship' and 'mental revolution' in scientific management as enunciated by Taylor. 6

PRACTICE TEST-20
CLASS: XII
SUBJECT: BUSINESS STUDIES
BUSINESS ENVIRONMENT

Max. Time : 50 min.

M.M. 25

1. State the difference between general and specific environment with examples. 1
2. What is meant by 'disinvestment'? 1
3. Just after the Lok Sabha Elections Stock exchange Price Index (SENSEX) rose. Identify the environmental factor which led to this rise. 1
4. "Lasers, robotics, bio-technology, food preservatives medicine, telecommunications and synthetic fuels have provided numerous opportunities and threats for different enterprises." Give two examples. 1
5. In recent times the government has increased the prices of diesel and LPG. Which value is being overlooked here? 1
6. What do you understand by business environment? How would you characterize business environment? Explain by giving any three points. 3
7. What is meant by Globalisation? 3
8. Explain with example the impact of legal environment of business performance. 4
9. Explain by giving any four points, why in the competitive market of present times it is essential for a business to remain alert with respect to its environment. 4
10. Explain by impacts of Government Policy changes on business and industry in India. 6