

ASN Senior Secondary School

BUSINESS STUDIES

Time :- 3 Hours

PREBOARD—EXAMINATION

Maximum Marks :80

2019-20

General Instructions
i) This question paper contains five sections- A, B, C,D and E
ii) Section A contains questions 1 to 20 carrying one marks each. Answers to these questions may be given in one word or a sentence
iii) Section B contains questions 21 to 25 carrying three marks each. Answers to these questions may be given in 50-75 words.
iv) Section C contains questions 26 to 28 carrying four marks each. Answers to these questions may be given in about 120 words.
v) Section D contains questions 29 to 31 carrying five marks each. Answers to these questions may be given in about 150 words.
vi) Section E contains questions 32 to 34 carrying six marks each. Answers to these questions may be given in 200 words.
vii) There is no overall choice in the question paper, however an internal choice has been provided in 1 question of three marks, 1 question of four marks, 2 questions of five marks and 2 questions of six marks. You must attempt only one of the choices in such questions.

SECTION A

Q1 Marketing involves exchange of

- (a) Goods (b) services (c) both (d) none of these

Q2 Name the market for the purchase and sale of previously issued securities.

Q3 Principles of Management establish relationship between

- (a) Cause and effect
(b) Internal environment and external environment
(c) None of these
(d) Employees and owners

Q4 Principles of management do not help in taking

- (a) Timely decisions
(b) Realistic decisions
(c) Thoughtful decisions
(d) None of these

Q5 State any one 'Protective Fund' of SEBI

Q6 There should be no discrimination on basis of sex, religion, caste etc., is related to

- (a) Initiative
(b) Equity
(c) Spirit de corps
(d) Order

Q7 Focus of marketing is ----- of customers

- (a) Needs
- (b) Wants
- (c) Both
- (d) None of these

Q8 Employees should be paid fair wages according to

- (a) Equity
- (b) Remuneration of employees
- (c) Unity of direction
- (d) Simplification

Q9 Stock Exchange is called

- (a) Primary market
- (b) Secondary market
- (c) Both
- (d) None of these

Q10 Functional structure suffers from

- (a) Narrow perspective
- (b) Conflict of interests
- (c) Inflexibility
- (d) All of these

Q11 Social objective is

- (a) Ensuring growth of revenue
- (b) Providing job opportunities
- (c) Meeting financial needs of employees
- (d) None of these

Q12 The existing shareholders are offered right to buy new shares is called

- (a) E-IPOs
- (b) Right Issue
- (c) Private placement
- (d) None of these

Q13 Feature of marketing is

- (a) Identifying needs and wants
- (b) Creating value in the product
- (c) Exchange of goods and services
- (d) All of these

Q14 Which is not the advantage of formal organization?

- (a) Faster communication
- (b) Clarity in role
- (c) Stability
- (d) Responsibility

Q15 Which one is on-the-job training?

- (a) Coaching
- (b) Job rotation
- (c) Internship
- (d) All of these

Q16 Trading of existing securities is done in:

- (a) Primary market
- (b) banking market
- (c) Both
- (d) None of these

Q17 The process of classifying products into different categories on the basis of quality , sizes etc is called

- (a) Standardization
- (b) Grading
- (c) Branding
- (d) None of these

Q18 Higher tax rate makes debt relatively

- (a) costlier
- (b) cheaper
- (c) no impact
- (d) none of these

Q19 Informing customers about features etc of the product and persuading them to buy is called market research – (TRUE/FALSE)

Q20 Consumer organization's and NGO's

- (a) educate customers
- (b) test consumer products
- (c) publish journals
- (d) all of these

SECTION B

Q21 Why are rules considered to be plans?

OR

What is meant by "Planning" Explain any two importance of planning

Q22 Name and explain the concept which relates to the following

- (a) Searching for prospective candidates
- (b) Choosing the employees from the pool of candidates .

Q23 " Direction is the least important function of management " Do you agree with this statement? Give two reasons in support of your answer

Q24 Sonia's grandmother who was unwell, called her and gave her a gift packet. Sonia opened the packet and saw many crumpled share certificates inside. Her grandmother told her that they have been left behind by her late grandfather.

As no trading is now done in physical form, Sonia wants to know the process by which she can deal with the certificates

- (a) Identify and state the process
- (b) Also give reasons to Sonia why dealing in shares in physical form has been stopped.

Q25 A pharmacy company does not provide information about the expiry date on the packet of his drug. Which right of the customer does this manufacturer violate Explain ?

SECTION C

Q26 Explain briefly the steps of organizing

Q 27 A student of MBA had to give presentation on management in his class. The main parts of his presentation were the following

" Several representative associations have been setup in India , for example for law – Bar Council of India, for Medical – Medical Council of India and for Accountancy 'Institute of Chartered Accountants . Similar organizations for management have been setup in India and other countries.. In India " All India Management Association (AIMA) is setup. But it is not obligatory for an individual to be a member of AIMA in order to become a manager.

- (a) Based on the description given above – explain whether management is a profession
- (b) Write the characteristic of a profession on the basis of which management can be regarded as a profession.

Q28 The managing director of SVP Construction Limited, Delhi Mr. X got the information from a business magazine that the government was worried about rural development. With this aim in mind , the government announced to give several exemptions for setting up industrial units in the rural areas. Mr. X presented this matter in the meeting of the board of directors and his proposal was approved. The chairperson of the board of directors said that through such a decision the company will profit and provide rural employment. After a few days Mr. X read another news in the business magazine that the construction n companies had been earning a lot of profit from the past many years. Now attracted by the profit he once again he presented this information to the board of directors. In the meeting it was decided that in order to face this situation they should concentrate on quality and advertisement. By doing so , on the one hand they would be able to compete with full force and on the other hand the society will get better services

- (a) Which points of importance of business environment has been talked about in the paragraph above? Identify them by quoting relevant line in the paragraph above
- (b) Which two benefits are being provided to the society by the company

OR

Explain two managerial responses to the changes in business environment

SECTION D

Q29 Mr. Y , a recently appointed Production manager of Sun Ltd has decided to produce Jute bags instead of plastic bags as these are banned by the government. He set a target of producing 1500 bags per day. It was reported that he was unable to meet the target. After analysis he found that employees were demotivated and not putting in their best for achieving the target. Mr. Y is good towards the employees and is positive in his attitude . So he announced incentive schemes for the employees like

- > Announcing award or certificate for best performance
- > rewarding an employee for giving valuable suggestions
- > Congratulating the employees for good performance

(a) Identify the function of management highlighted in the above paragraph

(b) State the 'incentive ' under which the employees are motivated.

(c) State the two requirements which production manager wants to communicate to the society by his work and behavior for business environment

OR

Discuss organizational barriers to communication

Q30 Explain in brief any five types of plans

Q31 'Planning and Controlling are inseparable twins of management ' . How ?

OR

State the steps in the Process of Controlling

SECTION E

Q32 Explain any four methods of floatation of new issue in the Primary Market

Q33 " Naveen Pustak Prakshan Ltd" publishes quality books on various subjects. According to a scheme of the company those employees who give standardized performance will be sent on free foreign trip for a week, Three managers of the company namely Rakesh Sharma, Rajiv Gupta and Amrajit Singh got this lucky chance this year and went for the trip. During the visit although they were in pleasure mood yet they remained closely associated with the company. One evening they were busy discussing as to what they can do as manager for the company and society. Their opinions in this respect were as under

Rakesh opined that it is their duty towards the company that has offered us jobs to do something to keep it alive for a longer period, to develop it and enable it to earn profit continuously.

Rajiv Gupta was of the view that we all including the company lives in the society. As such we must care for the health and safety of the society by supplying good quality products at cheap rates to the general public.

In the end Amarjit Singh remarked that in running the organization contribution of the employees is the maximum. We should therefore pay all attention to their feelings. It is important for us to ensure what they want

- (a) Around which concept of management does the above discussion revolve ?
- (b) Which aspect of the concept identified vide point (a) has been touched by the three managers ? Clarify

OR

Explain the basic characteristics of management.

Q34 Explain in brief any six responsibilities of consumers to safeguard their interest .

OR

Indian Youth Organization (IYO) organized a visit of its members to an old age home to inculcate the habit of social work among them. The visit revealed that the living conditions of the inmates was not hygienic . So the IYO members decided to clean the premises. During the cleanliness drive they realized that the old age home required pest control. But some of the were reluctant because they believed that pest control may create health problems for them. IYO therefore decided to provide ethical, safe and odorless pest control. They shared a pamphlet with the inmates of the proposed pest control measures which were easy to use, inexpensive and long lasting. The activity was carried after the inmates agreed. It worked for a fortnight but to their dismay the effect started watering off. IYO contacted the pest control company which kept on postponing their visit. After waiting for a month IYO filed a case in the consumer court. The court was satisfied about the genuineness of the complaint and issued necessary directions to the pest control company.

State any six directions that might have been issued by the court ?