

MODEL QUESTION PAPER 2022-23

Class 12 – Business Studies Model Question Paper – 1

Maximum Marks: 80
Time Allowed: : 3 hours

General Instructions:

1. This question paper contains 34 questions.
2. Marks are indicated against each question.
3. Answers should be brief and to the point.
4. Answers to the questions carrying 3 marks may be from 50 to 75 words.
5. Answers to the questions carrying 4 marks may be about 150 words.
6. Answers to the questions carrying 6 marks may be about 200 words.
7. Attempt all parts of the questions together.

S.No	Questions	Marks
1	<p>Rishabh joined an entertainment company Avtaar, as a creative head. As a manager looking after the creative unit of the company, one of the functions he has to perform is the process of organizing. Which step of the process will he need to perform after identifying and dividing the work that has to be done in accordance with previously determined plans?</p> <p>a) Identification and division of work b) Departmentalisation c) Assignment of Duties d) Establishing Reporting Relationships</p>	1
2	<p>Which characteristic of the business environment is highlighted when changes are taking place too frequently and it becomes difficult to predict the future?</p> <p>a) Uncertainty b) Complexity c) Inter-relatedness d) Relativity</p>	1
3	<p>Aarohan Ltd. is a company manufacturing automobiles where division of work into key areas includes production, purchase, marketing, accounts and personnel. Which of the following is a disadvantage of the organization structure of Aarohan Ltd.?</p> <p>a) It may lead to increase in cost b) Managers may gain power and assert independence and ignore organization interests. c) It ensures that different functions get due attention. d) Heads do not get training for top management positions.</p>	1

25	<p>Enumerate any four benefits of the process by which the aptitudes, skills and abilities of employees to perform specific jobs are increased. OR Name the mechanism that attempts to measure certain characteristics of individuals in the process of identifying and choosing the best person out of the number of prospective candidates for the job. Enumerate any three of its types.</p> <p style="text-align: center;">OR</p> <p>What is the need for “Background Checks” and “Medical Examinations” in the process of selection.</p>	4
26	<p>State any four barriers to communication which are concerned with problems and obstructions in the process of encoding and decoding the message into words or impressions. OR State any four barriers to communication which are related to authority relationships, rules and regulations of the company.</p> <p style="text-align: center;">OR</p> <p>You have just read a promotional offer for a new model of mobile phone manufactured by a leading company in this field. What responsibilities as a consumer should you keep in mind while buying such a product?</p>	4
27	<p>In Saarthak Steel several initiatives have been taken to further improve the motivation levels of employees through designing jobs that include greater variety of work content, providing certain stability about future income and work, providing fringe benefits like housing, medical aid, etc., allotment of shares in line with various incentives. Identify and briefly explain the incentives being given by the organization to the employees.</p>	4
28	<p>State any four factors affecting the financial decision that is concerned with raising of finance using shareholders’ funds and borrowed funds.</p>	4
29	<p>Krish limited is in the business of manufacturing and exporting carpets and other home décor products. It has a share capital of ₹ 70 lacs at the face value of ₹ 100 each. Company is considering a major expansion of its production facilities and wants to raise ₹ 50 lacs. The finance manager of the company Mr. Prabhakar has recommended that the company can raise funds of the same amount by issuing 7% debentures. Given that earning per share of the company after expansion is ₹ 35 and tax rate is 30%, did Mr. Prabhakar give a justified recommendation? Show the working.</p>	4
30	<p>Mayank purchased a pack of chocolates of a renowned brand for his daughter from a shop in the nearby market. After consuming the chocolates, his daughter fell sick. He filed a case with the District forum against the renowned brand. He lost the case because of a mistake that he could not provide proof of purchase. What should be kept in mind by a consumer while purchasing, using and consuming goods and services apart from avoiding the mistake committed by Mayank, in order to enable him/her to achieve the objective of consumer protection? Enumerate any four points.</p> <p style="text-align: center;">OR</p> <p>A company manufacturing mobile phones increasing its production facilities in response to surge in demand. It asked its entire workforce to work overtime. Due to increased pressure efficiency declined. Sometimes there was confusion about whose orders to follow. There was decline in teamwork. Identify the two principles of management (of Henri Fayol), which were being violated. Explain them and how they can be implemented. Suggest the required changes.</p>	4

31	<p>Briefly explain any three of the following techniques of Scientific Management as given by F.W. Taylor: a. Method study b. Functional foremanship c. Standardization d. Differential piece wage system OR Briefly explain any three of the following principles of management given by Henry Fayol: a. Unity of command b. Equity c. Remuneration d. Initiative</p> <p style="text-align: center;">OR</p> <p>“Coordination is required for the efficient working of a business enterprise.” Do you agree? Give reasons in support of your answer</p>	6
32	<p>‘The pros and cons of each alternative need to be weighed.’ Name and briefly explain the logical steps in the process of planning which are followed by a manager before performing the step highlighted in the above statement. OR Briefly explain the next three steps in the process of planning which the manager will have to have to follow after using conjecture about what might happen in the future.</p>	6
33	<p>Jojo and Jojo is a company known for its consumer business of baby oil and bandages, but many people do not know that the company also runs a medical device and diagnostics business, as well as a pharmaceutical company. With more than 1,80,000 employees worldwide the company has chosen to share decision making authority with lower levels and place it nearest to the point of action. Therefore the response does not take time. This propagates the belief that people are competent, capable and resourceful who can get a chance to prove their abilities. And enables the company in identifying those executives who have the necessary potential to become dynamic leaders, so that the checking required on decisions taken by lower levels of management is the least. This makes it possible to evaluate performance at each level and each department can be individually held accountable for their results. By quoting the lines given above identify and briefly explain the benefits of the concept discussed above.</p>	6
34	<p>Choco Ltd. offers a wide variety of chocolate products. It has an action program of not selling its products by their generic name but under different names like Choco-silk bar, Choco-Munchy and Choco-crunchy etc. for different customer segments. All these names have great popularity and acceptability in the markets. As the company policy the products were offered at reasonable and affordable prices for targeting a mass customer base. During the festive season the company launched a massive promotional campaign to increase its revenue and achieve its communication objectives. The company introduced free gifts for the customers. Their on-ground sales team delivers the product not only to the departmental stores but also to small shops, so that all segments of customers can easily get the products. They also provide information and support services to customers to ensure repeat sales. From the viewpoint of the management function, briefly explain any four activities of marketing which the firm will be involved in, apart from the above-mentioned ones it's already performing.</p>	6