

Delhi Public School, Jammu
Assignment Pre Board II
Business Studies
Class XII

Max. Time: 3Hrs.

Max. Marks: 80

Section-A

1. Tata companies work towards empowering people by helping them develop the skills they need to succeed in a global economy, which is now consolidated into a group CSR programme called Tata STRIVE. Which objective is being followed by the management of TATA Company? 1
2. Explain the meaning of Responsibility as an element of Delegation.

OR

State the suitability of Divisional Structure of organising. 1

3. Bhagwati Enterprises is a company engaged in the marketing of air conditioners of a famous brand. The company has a functional structure. As the demand for the product increased, the company decided to recruit more employees. Identify the concept which will help the Human Resource Manager to find out the number and type of personnel available so that he could decide and recruit the required number of persons for various departments.

OR

Name and define the process that helps in finding possible candidates for a job position. 1

4. Sunita took her niece, Aishwarya for shopping to 'Benetton' to buy her a dress on the occasion of her birthday. She was delighted when on payment for the dress, she got a discount voucher to get 20% off for a meal of Rs.500 or above at a famous eating point. Identify the technique of sales promotion used by the company in the above situation.

OR

What is meant by Selling Concept of Marketing? 1

5. Rahul, a worker, is given a target of assembling two computers per day. Due to his habit of doing things differently, an idea struck him which would not only reduce the assembling time of computers but would also reduce the cost of production of the computers. Rahul's supervisor instead of appreciating him, ordered him to complete the work as per the methods and techniques decided earlier as nothing could be changed at that stage. The above para describes one of the limitations of planning function of management. Identify the limitation highlighted in the above situation.

1

6. On the eve of Diwali, Ravi purchased two kilograms of sweets from Nandan Sweets. On consumption of sweets, his wife fell sick and was to be hospitalised. Ravi wanted to file a case in the consumer forum but could not do so because he did not have any proof of buying the sweets from Nandan Sweets. Name the document the Ravi could have obtained for filing the complaint in the consumer forum.

1

7. Arunesh, a businessman is engaged in buying and selling of ice-creams and desserts on a regular basis. Identify the working capital requirement of Arunesh giving reason in support of your answer.

1

8. What is meant by Supervision? 1
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Section-B

9. 'Nutan Ltd. assured their employees that in spite of recession no worker will be retrenched from the job.

- a) Name and explain the type of incentive offered to the employees.
- b) Explain one more incentive of the same category.

OR

In the organisational context basic salary helps to satisfy the basic physiological needs of hunger, thirst, shelter, sleep etc. How are remaining needs given by Maslow in his need hierarchy are satisfied. Explain. 3

10. Amrita Foods Ltd. developed their plans after spending a lot of time and money for introducing their new range of snacks. But before they could implement the plans successfully, competition started increasing. Since they had already spent a lot of money and time on formulation of previous plan, they did not change these plans to fight new competition in the market. Ultimately this led to their failure in the market. On the basis of above information about Amrita Foods Ltd., identify and explain the limitations of planning by quoting the lines from the para. 3

11. 'Financial Market plays an important role in allocation of scarce resources in an economy by performing many important functions.' Explain any three such functions.

OR

Explain any three 'Protective Functions' of Securities and Exchange Board of India. 3

12. With the help of a diagram, explain the meaning of 'Functional Structure' Also explain any two advantages of this structure. 3

13. What do you mean by the term capital structure? Describe any factors that determine the capital structure of a company. 3

Section-C

14. With change in the consumption habits of people, Neelesh, who was running a sweet shop shifted to chocolate business. On the eve of Diwali he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got lots of orders online and earned huge profit by selling chocolates. Identify and explain the dimensions of Business Environment discussed in the above case. 4

15. Explain the steps in the Trading Procedure of Stock Exchange.

OR

Explain any four methods of issue of securities in Primary Market. 4

16. Reena purchased one litre of Pure Desi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated. State any four reliefs available to Reena, if her complaints and the consumer court is satisfied about genuineness of the complaint. 4

17. '100 grams of extra material in a pack of one kg' is an example of one of the techniques of Promotion Mix. Name the technique and explain any three other techniques of promotion mix.

OR

"Choice of an appropriate channel of distribution is a very important marketing decision which depends on various factors." Explain any four such factors. 4

18. Two friends, Nancy and Poonam, are working as managers in different departments of Arihant Ltd. They often talk about the performance level in their respective departments. Both of them are not satisfied with their subordinates. They tried to ascertain when the employees got their full salaries, what problem they had in working honestly. After investigating for some days, they arrived at the conclusion that there was lack of willingness to work among the workers. Both held a meeting together in order to find out the solution of the problem. Nancy suggested participation of the employees will generate the feeling of belongingness to the company. Poonam, on the basis of her experience, said that if the feeling of Job security was aroused among employees, there could be improvement in their performance level. Both of them contacted their CEO with their suggestions. All three of them deliberated over the issue. The CEO listened to them very attentively. He appreciated their suggestions and told them he is going to implement the same. a) Identify which element of directing has been used in above discussed situation.
b) Name and explain the methods of element identified in the above situation. **4**
19. To avoid the problem of shortage and surplus of funds what is required in financial management? Name and explain the concept and discuss its any three points of importance. **4**
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Section-D

20. A company was marketing washing machines which were very popular due to their quality and after sales services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits company started ignoring the after sales services. As a result its relations with its customers got spoiled. Top management became concerned when the profits for the current quarter fell steeply. On analysis it was revealed that ignoring the after sales services was its reason. Therefore, the company took all possible measures to protect and promote its favourable image in the eyes of the public. As a result the goodwill of the company improved in the society.
a) Name and state the communication tool used by the marketer in the above case to improve its image.
b) Also explain role of the tool as identified in part (a). **5**
21. Explain any five functions performed by a manager working at middle level of management. **5**

OR

Explain any five characteristics of coordination. **5**

22. Ekta Motors had set an objective of selling 1200 cars per year. Mrs. Ekta Chawla is the Managing Director of this organisation. With a view to achieve this objective, she worked hard to formulate plans. But at the end of the year it came to light that hardly 870 cars could be sold. She compared expected and actual results and began to seek the causes of this deviation. She arrived at the conclusion that the goodwill of the organisation had suffered because of the Service Division of the company. After considering all the facts, she took a firm decision to improve the performance level of the service division at all costs. Identify the function of management mentioned in the above situation. Also explain the first four steps involved in the function identified. **5**
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Section-E

23. What do you mean by the term Organising? Discuss the nature of Organising.

OR

What do you mean by the term Delegation? Discuss the importance of Delegation. **6**

24. Mr. Rohit is working as a personal manager in a company of Delhi. Although he is not well educated, he is experienced person. Before this, he has worked on this post in two large companies. His intention is always in promoting an efficient employee to a higher post and in demoting inefficient one to a lower vacant post.

a) State on which source of recruitment is Mr. Rohit concentrating?

b) State one type of method under this source.

c) What are the benefits of which company is depriving by using this source? **6**

25. Reh Cables, a small cable manufacturing company, was facing a lot of problem in their manufacturing process. It had different functional departments headed by the functional managers. Each department had a goal to achieve. At times, the workers in the production department would get the instructions from the marketing manager as well. This caused a little confusion in the minds of the workers. To discuss the problems, the supervisor directly approached the Managing Director who then called for the interdepartmental meeting with the production manager, marketing manager, supervisors, and the representatives of the workers from both the departments. By quoting the relevant lines, identify and explain the Principles of Management followed and violated in the above case. **6**
