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PERFECT VIDEO LECTURES FOR TOPPER LIKE PREPARATION

CLASS 12 - BUSINESS STUDIES

Business studies super guess paper 2020 Cbse board

Time Allowed: 3 hours

Maximum Marks: 80

Section A

- Efficiency is concerned with: [1]
 - Cooperation
 - Completion of task
 - Right man at right job
 - Utilisation of minimum resources
- Which is not an objective of management out of the following? [1]
 - Organisational Objective
 - Social Objective
 - Political Objective
 - Personal Objective
- Management should find "One best way" to perform a task. Which technique of scientific management is defined in this sentence? [1]
 - Fatigue Study
 - Motion Study
 - Method Study
 - Time Study
- How are principles of management formed? [1]
 - By experiences of customers
 - By experiences of managers
 - By propagation of social scientists
 - In a laboratory
- Match the following: [1]

(a) After the new policy the companies are diversifying their activities by adding more products in their portfolio	(i) Brand building
(b) By building or creating a brand image in the mind of customer	(ii) Customer focus
(c) By understanding the requirements and needs of the customers and always trying to satisfy the customers	(iii) Demonetisation
(d) The main aim was to curb corruption and check on use of notes for illegal activities.	(iv) Diversification

- Training, lectures and seminars are _____ [1]
 - procedure
 - Stratey
 - Rules
 - Method
- Authority delegated to a subordinate can be taken back under _____ [1]
 - None of these
 - Centralisation

- c) Delegation
d) Decentralisation
8. Performance appraisal is concerned with the _____ [1]
 a) Evaluation of current and past performance
 b) Selection
 c) Recruitment
 d) Placement and Orientation
9. Lectures and Conferences are method of _____ [1]
 a) Development
 b) Recruitment
 c) Training
 d) Selection
10. Esteem needs are concerned with _____ [1]
 a) Affection
 b) Acceptance
 c) Friendship
 d) Prestige and Self-respect
11. Status comes under the following type of barriers [1]
 a) Psychological barrier
 b) Non Semantic barrier
 c) Semantic barrier
 d) Organisational barrier
12. Controlling is necessary for _____ [1]
 a) Large Scale Enterprise
 b) Medium Level Enterprise
 c) All of these
 d) Small Scale Enterprise
13. Portion of profit after tax, which is distributed to shareholders is a___ [1]
 a) None of these
 b) Dividend Decision
 c) Financing Decision
 d) Investment Decision
14. Favourable financial leverage is a situation where ____ [1]
 a) ROI is Equal to the Rate of interest on debt
 b) ROI is lower than the rate of interest on debt
 c) ROI is higher than the cost of debt
 d) None of these
15. NSE commenced futures trading in the year: [1]
 a) 2002
 b) 2000
 c) 2001
 d) 1999
16. At present only two depositories are registered with SEBI _____. [1]
 a) NSDL and HDFC
 b) NEFT and TDS
 c) NSDL and ABSL
 d) NSDL and CDSL
17. Which of the following is concerned with the Quality performance of a product? [1]
 a) Product concept
 b) Marketing
 c) Production
 d) Selling concept
18. Which of the following is not concerned with the Price? [1]
 a) Margins
 b) List price

- c) Advertising
d) Discounts
19. Consumers should use ISI marked electrical appliance is an example of [1]
a) Right to choose
b) Right to be informed
c) Right to be heard
d) Right to safety
20. Rights of a consumer are protected under _____ [1]
a) Consumer Protection Act, 1982
b) Consumer Protection Act, 1986
c) Consumer Protection Act, 1988
d) Consumer Protection Act, 1984
21. After finishing her BBA degree course, Tanya gets a job of Assistant Manager in a retail company through the reference of her cousin Taruna who works in the same company as a Senior Manager. Taruna decides to guide Tanya through her experience by making her aware of the important facts about management in practice. She tells her that neither the principles of management provide any readymade, straitjacket solutions to all managerial problems nor they are not rigid prescriptions, which have to be followed absolutely. [3]
In context of the above case:
a. Identify the two features of principles of management mentioned in the above paragraph by quoting lines from the paragraph.
b. Why do the principles of management not provide readymade, straitjacket solutions to all managerial problems?
22. India's education system is under pressure to adapt to a rapidly changing world. To keep pace with a global paradigm shift brought about by digitization, our education system is adopting digital resources and methodologies to improve accessibility, quality, and scale. Nearly 89% of Gen Z students prioritize using digital media like videos to enhance their education and 63% of their teachers believe in including more technology-focused interactive sessions to better prepare students. Not only organizations but the government are also investing heavily in bettering the education system be it with revamping the National Education Policy, launching Skills India initiative, etc. [3]
Identify and explain the various dimensions of the business environment being referred to in the above case.
23. Kiran Industries is a company dealing in office furniture. The company chose to diversify its operations to improve its growth potential and increase market share. As the project was important, many alternatives were generated for the purpose and were thoroughly discussed amongst the members of the organisation. After evaluating the various alternatives, Sukhvinder, the Managing Director of the company, decided that they should add 'Home Interiors and Furnishings' as a new line of business activity. [3]
a. Name the framework, which the diversified organisation should adopt, to enable it to cope with the emerging complexity? Give one reason in support of your answer.
b. State any two limitations of this framework
24. 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 requirements of Amar giving reason in support of your answer. Further Amar wants to expand and diversify his transport-business. Explain any two factors that will affect his fixed capital requirements. [3]

25. JTM Ltd. launched Buddyline, an exercise book and comprehensive stationery brand name comprising of ball pens, gel pens and geometry boxes after identifying the target market and understanding the needs and wants of the consumers of that market. All their products were of good quality and eco-friendly but expensive. They wanted to distinguish their products from that of their competitors. They spent a lot of efforts, time and money in creating the brand name, as they knew that without a brand name, they can only create awareness for the generic products and can never be sure of the sale of their products. The effort paid off and the demand for the products started growing. The customers liked the brand and became habitual to it. They did not mind paying a higher price. Over a period of time, it became a status symbol to buy Buddyline brand because of its quality. The consumers felt pride in using them. [3]
- i. Identify the marketing management philosophy followed by JTM Ltd.
 - ii. Explain the advantages of branding to the marketers highlighted in the above case.
26. Xeno Ltd. is a global information technology consulting company with 45,000 employees serving over 600 clients in 23 countries. Its Chief Executive Officer, Neil Suman, guided the company through two decades of diversification and growth to emerge as one of the leading Indian companies in the software industry. The company has set standards in ensuring the best training opportunities for its employees. [4]
- Its 'Project Guidance Program' is a 52-day structured training programme. This is offered to all recruits of varied backgrounds to be trained on essential behavioural and technical skills that prepares them to work in live customer projects. These recruits are hired from universities and management institutes for technical, professional as well as managerial jobs. The training programme helps the new employees in settling down quickly into the job by becoming familiar with the people, the surroundings, the job and the business.
- i. Identify the external sources of recruitment used by the company to hire new employees.
 - ii. Explain the method of training used by the company to train employees selected by the source of recruitment identified in part (a).
 - iii. State any two ways in which the 'Project Guidance Programme' can benefit Xeno Ltd.
27. It takes place throughout the life of the organisation irrespective of people occupying managerial positions. Mention the characteristic of directing highlighted here and also explain two more characteristics. [4]
28. **Radhika Limited** manufactures blankets. Company's history has been satisfactory, but for the past some time, its cash flow position is in a bad shape. That is why a company has not been able to pay sufficient dividends to its equity shareholders. When Mrs. Rakhi Khetarpal, the finance manager, tried to find out the causes of the poor financial situation of the company, she observed that the control of the company was in the hands of several persons who were unable to take any concrete decision. To come out of this financial crisis, Mrs. Khetarpal has been deliberating on the kind of source of finance that needs to be tapped to arrange funds. She wants to make use of such a source as does not prove to be a fixed burden on the company. She has also to keep in mind that the company has got its premises on rent and the rent is exorbitant. Similarly, it has to bear the burden of fixed salaries. She is also worried about the fact that in the future control of the company should not be in the hands of too [4]

many persons.

Above discussion hints at those factors which help the finance manager in deciding as to which financial source (Equity shares or Debentures) he should tap for the needed funds. Of the four factors mentioned here, two are in favour of issuing equity shares and the other two are in favour of issuing debentures. Identify these factors and explain by underscoring the relevant lines.

29. Madhav's is one of the India's most trusted brands in Indian sweets and snacks segment. The company has manufacturing plants in Kota, Kanpur, New Delhi, and Mumbai. Madhav's has its own retail chain stores and a range of restaurants in these cities. Now, the company plans to extend its business in 12 more cities in India. In order to raise the funds, its directors have decided to float a public issue through the prospectus. Besides, it intends to raise money to meet the floatation costs in terms of brokerage, underwriting commission, advertising etc. In the context of the above case: [5]
- What is the other name used for the funds required to meet floatation costs?
 - Describe briefly the short term instrument popularly used by the companies to raise for the funds required to meet floatation costs. Who can issue them?
 - Distinguish between the two types of financial markets that the company intends to approach to meet its financial needs.
30. 'An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product. In the light of the above statement, draw a label for a packet of juice and highlight the important information to be provided on it. [5]
31. Kanishk is a top level manager of Sudhir Textiles Ltd. He has not distributed work among the subordinates according to their abilities and skill but on the basis of caste and religion. Name the concept used by Kanishk and explain it. [5]
32. Advertisement is an important business activity. On the one hand, it makes available to the people information regarding different new and old products and on the other, it is also a source of living for many persons. Impressed by these traits of advertisement Tanu, Manu and Sanchit, three students of Class-XII made up their mind to go ahead with project work on an advertisement. All the three conversed with the people about advertisement. Each one of them, on the basis of his survey, concluded as under: [6]
- Tanu opined that advertisement costs get transferred to consumers in the form of high prices.
 - Manu was of the opinion that advertisement showed reality in a twisted form.
 - Sanchit maintained that advertisement was turning people from reality to artificiality.
 - What do the above remarks about advertisement hint at? Clarify it.
 - Identify two values that advertisement presents to society.
33. Government always endeavours to protect the interests of the consumers. That is why government has passed various legislations from time to time. Some years ago an Act was passed. It protects the consumers against defective goods, deficient services, unfair trade practices and consumers' exploitation. Similarly, measures have been taken to protect the consumers against the losses suffered by them due to such anti-social activities as profiteering, [6]

hoarding, black-marketing, etc. Not only that provisions have also been made to protect the consumers against the consumption of adulterated food products.

- i. In the above paragraph mention has been made of three acts related to the protection of consumers' interest. Quoting the lines, identify them.
- ii. Mention any five rights consumer can exercise in case of exploitation.

34. Jayant is working as Head Relationship Manager in the wealth management division of a private sector bank. He has created an internal environment that is conducive to an effective and efficient performance of his team often relationship management executives. A typical day at work in Jayant's life consists of a series of interrelated and continuous functions. He decides the targets for his department which are in line with the objectives of the organization as a whole. The future course of action for his team members is laid out well in advance. The various resources required by the relationship managers like an iPad with a GPS system, account opening forms, brochures, details of account holders, etc. are made readily available to them. The executives are given sufficient authority to carry out the work assigned to them. Jayant works in close coordination with the Human Resource Manager in order to ensure that he is able to create and maintain a satisfactory and satisfied workforce in his department. Through constant guidance and motivation, Jayant inspires them to realize their full potential. He offers them various types of incentives from time to time keeping in view their diverse individual needs. Moreover, he keeps a close watch on their individual performances in order to ensure that they are in accordance with the standards set and takes corrective actions whenever needed. [6]

In the context of the above case:

- a. Identify the concept being referred to in the following line, "He has created an internal environment which is conducive to an effective and efficient performance of his team often relationship management executives."
- b. Identify and describe the various functions of the concept as identified in part (a) of the question by quoting lines from the paragraph.