



S R Study Material

SAMPLE PAPER 1 2024-25

Class 12 - Business Studies

Time Allowed: 3 hours

Maximum Marks: 80

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.

1. Pawan has recently started a business to sell computers. He hired a shop in Patel Nagar in New Delhi, where he assembles make computers and various components supplies them as per order. He performs a series of composite but separate functions simultaneously and ensures that computers are delivered in time as per orders. These functions are performed by all managers at all times. The feature of management highlighted above is: [1]
 - a) Management is a group activity.
 - b) Management is dynamic.
 - c) Management is a continuous process.
 - d) Management is pervasive.
2. Giving freedom to Indian business and industries from all unnecessary government controls and restrictions is an example of _____. [1]
 - a) Privatisation
 - b) Liberalisation
 - c) Political stability
 - d) Globalisation
3. Determination of the economic policies is for the purpose of regulating _____. [1]
 - a) Economic environment
 - b) Social Environment
 - c) Legal Regulatory Environment
 - d) Political Environment
4. Current assets are those assets which get converted into cash: [1]
 - a) between three and five years
 - b) within six months
 - c) within one year
 - d) between one and three years
5. Management by exception refers to: [1]
 - i. Significant deviation which goes beyond the permissible limit should be brought to the notice of the management.
 - ii. Focuses on the key result areas.
 - iii. Comparison of actual performance with the standard.

iv. Measurement of the Company's and its employees' performance.

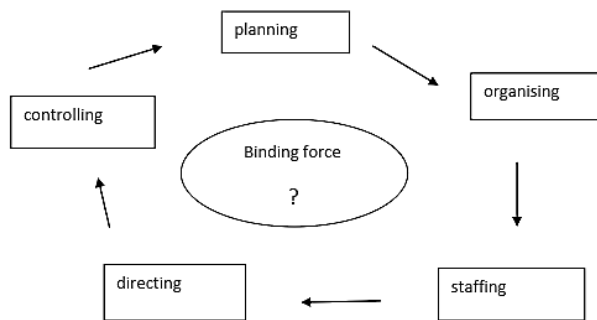
a) only iv

b) ii and iii

c) only i

d) iii and iv

6. It is not a separate function of management but its very essence. Identify it. [1]



a) Efficiency

b) Effectiveness

c) Cooperation

d) Coordination

7. Secondary market deals with the _____ of existing securities. [1]

a) Purchase-sale

b) Stock

c) Purchase

d) Sale

8. A manager, no matter how capable he is, cannot manage to do every task on his own. The volume of work makes it impractical for him to handle it all by himself. As a consequence, if he desires to meet the organisational goals, focus on objectives and ensure that all work is accomplished, he must grant authority to subordinates to operate within prescribed limits. Identify the concept of management highlighted above. [1]

a) Divisional structure

b) Delegation

c) Decentralisation

d) Functional structure

9. Which of the following statements is true regarding marketing? [1]

i. It is a process whereby people exchange goods and services for money.

ii. It has been referred to as performance of business activities that direct the flow of goods and services from producers to consumers.

iii. It includes many activities that are performed even before goods are actually produced and continue even after the goods have been sold.

iv. All of these

a) Option (iv)

b) Option (ii)

c) Option (i)

d) Option (iii)

10. **Assertion (A):** Management is multi-dimensional. [1]

Reason (R): An organisation interacts with its external environment which consists of various social, economic and political factors. In order to be successful, an organisation must change itself and its goals according to the needs of the environment.

a) Both A and R are true and R is the correct explanation of A.

b) Both A and R are true but R is not the correct explanation of A.

c) A is true but R is false.

d) A is false but R is true.

to many accidents. Identify the important product related decision that was not taken into consideration by the company

- a) Grading
- b) Packaging
- c) Labelling
- d) Branding

19. Which concept of marketing emphasises greater importance to attracting and persuading customers to buy the products? [1]

- a) Marketing concept
- b) Product concept
- c) Production concept
- d) Selling concept

20. Standards means: [1]

- a) Output
- b) Target
- c) Estimates
- d) Results

21. The Marketing Manager of **Surya Bulb Limited** fixed the target for all his Sales Executives and gave them all the possible authorities to achieve it. They were asked to submit to him their performance report at the end of the month. All of them did the same. On the receipt of report, the expected and actual results of the Sales Executives were compared. On this basis planning for the future was done. The Sales Executives also wrote in their report what the expectations of the customers from the company were. Majority of them had written that they (customers) wanted the company to cooperate in the construction of the Dharamshala going on in the city at that time. The Marketing Manager placed this demand of the customers before the Board of Directors. This was happily accepted. [3]

- i. Identify the two functions of management described above by quoting the relevant lines.
- ii. Which two values are being given to society?

22. A company is manufacturing paper plates and bowls. It produces 1,00,000 plates and bowls per day. Due to local festival there is a rush of work and some permanent workers have gone to their villages. The company got an urgent order of extra 50,000 plates and bowls per day. [3]

Advise how the company will fulfill its order and which method of recruitment would you suggest.

OR

What is meant by Staffing?

23. Ritu is a regional manager of Elpis technology Ltd. She is a hardworking employee and is trying to reduce wastage of resources in her company. She has set standards for performance of different activities and is ensuring that targets are met according to these standards with minimal wastage of resources. She has set up CCTV cameras which helps her to keep a close check on the activities of the subordinates and know how the employees are performing. She also rewards the employees with a bonus when these standards are met. She is trying her best to ensure a good performance of her team this year through the application of an important function of management. Explain any two benefits of the function of management highlighted above. [3]

24. Distinguish between **Capital Market** and **Money Market** on the basis of the following: [3]

- i. Duration
- ii. Liquidity
- iii. Instruments
- iv. Expected return

OR

Stock index measures the movement of prices of securities at a stock exchange. Stock index reflects the day-to-day fluctuations in stock prices and are known as barometers of market behaviour of securities.

In the light of this statement, state any three functions of stock exchange.

25. Define 'off-the-job' training and explain the vestibule training? [4]

OR

Mr. Gaurav is working as a personnel manager of Nyonika Electronics Ltd. of Noida. He is a very experienced person. His intention is always on the people with new and modern ideas to enter the company. He does not like old people to be promoted to higher positions.

- i. Name the type of sources of recruitment Mr. Gaurav favours.
- ii. Name the type of sources of recruitment Mr. Gaurav does not like.
- iii. Do you agree that the type of sources of recruitment has no limitations? Describe.

26. Agrima, Arunima and Avika are pursuing MBA from a reputed institution. Now it is the time of their placement. [4]

Agrima wants to work in a company which would provide her more authority for fulfilling her duties and will give recognition, rewards, perquisites and prestige of job.

Arunima wants to work in an organisation in which behaviour of individuals is influenced by its characteristics like autonomy, reward orientation, consideration to employees, risk-taking etc.

Avika wants to join the organisation which has appropriate skill development programmes and sound promotion policy that encourages employees to exhibit improved performance.

Identify and state the incentives about which Agrima, Arunima and Avika are talking about.

OR

Inaya Ltd. is a multinational technology company focusing on artificial intelligence, online advertising and search engine technology. The company is generating good profits and takes care of the well-being of its staff.

The company offers benefits like car allowance, medical aid and allowance for children's education to all employees above the Manager level. It regularly contributes towards the Employees Provident Fund and pays gratuity on retirement to its employees. Under a special incentive scheme, the employees are offered shares of Inaya Ltd at a set price which is lower than the market price. Each year, the company keeps aside funds to pay one percent of base salary as bonus to its employees. No wonder 90% of the employees would recommend working at Inaya Ltd to a friend.

Explain four incentives being provided by **Inaya Ltd.** to motivate their employees for better performance.

27. A Public transport corporation has hired 1000 buses for the different routes for the passengers of metropolitan [4]

city. Most of the 3000 crewmen (drivers, conductors, helpers etc.) of these buses have been found to be unsatisfactorily dealing with public and daily commuters. They seem to be little interested in the job and the job seem to have lost all meaning to them.

As manager of the public transport company what financial and non-financial incentives will you use to improve the working of crewman in question? State any two of each type of incentives.

28. State any three factors affecting the capital budgeting decision of a company. [4]

29. Harish is engaged in the warehousing business and his warehouses are generally used by businessmen to store [4]

fruits. Identify the working capital requirements of Harish giving reasons in support of your answer. Further, Harish wants to expand and diversify his warehousing business. Explain any two factors that will affect his fixed capital requirements.

30. **VOICE** is an important consumer organization. It organized workshops in the months of December in [4]

Delhi/NCR for consumers. The theme was **Organic Food - From Farm to Plate**, to spread awareness on the

importance of organic farming and to encourage consumers to switch from conventional food, that contains chemicals and pesticides to organic food. Expert speakers from farmers' community explained the harmful effects of usage of pesticides in farming and the importance of organic food. People were informed that the organization regularly tests samples to detect adulteration like presence of heavy metals or pesticides. The results of the tests are published in their monthly magazine **Consumer Voice** to make people aware of quality of different products. It also provides aid and legal advice to the consumers in seeking a remedy.

State the functions performed by the Consumer Voice for the protection and promotion of consumer interest by quoting lines from the above para.

31. Explain the following techniques of Scientific Management: [6]
- Method study
 - Motion study
 - Time study

OR

Explain the following principles of management given by Fayol:

- Unity of command
 - Principle of order
32. Suhasini, a home science graduate from a reputed college, has recently done a cookery course. She wished to start her own venture with a goal to provide 'health food' at reasonable prices. She discussed her idea with her teacher (mentor) who encouraged her. After analyzing various options for starting her business venture, they shortlisted the option to sell ready-made and 'ready to make' vegetable shakes and sattu milk shakes. Then, they weighed the pros and cons of both the shortlisted options. [6]
- Name the function of management is discussed above and give any one of its characteristics.
 - Also briefly discuss any three limitations of the functionality discussed in the case.

OR

Explain any five importance of planning.

33. Voltage fluctuations have been common and quite high in India. They harm our electrical appliances like televisions, refrigerators and air conditioners, often leaving them in a permanently damaged condition. N-Guard Company decided to manufacture stabilizers for North India where the voltage fluctuation ranges from 220 V to 230 V. Once the demand for North India was taken care of, they decided to launch stabilizers of varying voltages from 90 V - 260 V for meeting the requirements of voltage fluctuations in other regions of India also. Three engineers were appointed for South, West and East regions of India, as the voltage was different in all the three regions. Though all the engineers were appointed to manufacture stabilizers but the product differed from region to region. [6]
- Identify the organisational structure of N-Guard Company.
 - State any two advantages and two limitations of the structure identified in the above para.

34. After doing a diploma in entrepreneurship, Farihad started his own confectionary business. He started doing a lot of hard work and used the recipes taught by his grandmother in various preparations. He also learnt many recipes from online sites and television programmes. He decided to keep the price of the products low initially and also informed his customers about the goodness of the items sold by them. However, he didn't mention on the package of each item whether it contained eggs or not. As a result, vegetarian people became hesitant in buying things from his shop as they had to verbally inquire from him about the inclusion of eggs in the [6]

preparation of various items.

In the context of the above case:

- a. Name the important aspect related to the marketing of products which has been ignored by Farihad.
- b. Explain briefly any three functions performed by the aspect as identified in part (a).
- c. Mention the right of consumer being violated by Farihad.

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