

D.A.V. INSTITUTIONS, CHHATTISGARH

SAMPLE QUESTION PAPER-09: 2023-24

CLASS –XII

SUBJECT: BUSINESS STUDIES [054]

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	<p>Higher dividends per share is associated with</p> <p>(A) High earning, high cash flows, unusable earnings and higher growth opportunities</p> <p>(B) High earning, high cash flows, stable earnings and higher growth opportunities</p> <p>(C) High earning, high cash flows, stable earnings and lower growth opportunities</p> <p>(D) High earning, low cash flows, stable earnings and lower growth opportunities</p>	1
2	<p>Statement I: Transportation packaging refers to additional layers of protection that are kept till the product is ready to use.</p> <p>Statement II: In primary packaging the container is kept throughout the entire life of the product.</p> <p>Choose the correct option from the following:</p> <p>(A) Statement I is true and II is false</p> <p>(B) Statement II is true and I is false</p> <p>(C) Both the statements are true</p> <p>(D) Both the statements are false</p>	1

3	<p>Which of the following is the example of social environment:</p> <p>(A) Money supply in the economy</p> <p>(B) Consumer Protection Act</p> <p>(C) The constitution of the country</p> <p>(D) Composition of family</p>	1
4	<p>The concept which focuses on customer satisfaction is called:</p> <p>(A) Production concept</p> <p>(B) Product concept</p> <p>(C) Selling concept</p> <p>(D) Marketing concept</p>	1
5	<p>Clearing and settlement operations of NSC is carried out by</p> <p>(A) NSDL</p> <p>(B) NSCCL</p> <p>(C) SBI</p> <p>(D) CDSL</p>	1
6	<p>Managers apply management principles by using creativity. This is related to</p> <p>(A) Management as a Science</p> <p>(B) Management as an Art</p> <p>(C) Management as both Science and Art</p> <p>(D) Management as a Profession</p>	1
7	<p>Financial leverage is called favourable if</p> <p>(A) Return on Investment is lower than cost of debt</p> <p>(B) ROI is higher than cost of debt</p> <p>(C) Debt is nearly available</p> <p>(D) If the degree of existing financial leverage is low</p>	1
8	<p>When mismatch between Standard plan and actual performance is due to over or under stating of plan then it is called</p>	1

	<p>(A) Strategic control</p> <p>(B) Operational control</p> <p>(C) Both (A) and (B)</p> <p>(D) Neither (A) nor (B)</p>	
9	<p>What can be marketed ?</p> <p>(A) Any physical object with a definite shape</p> <p>(B) Any physical object which creates value to customers</p> <p>(C) Any physical object that has a selling price</p> <p>(D) Any physical object that can be tested</p>	1
10	<p>Read the following Assertion (A) and Reason(R) and Choose the correct alternative from those given below:</p> <p>ASSERTION (A): Management is concerned with efficient use of resources.</p> <p>REASONING (R): For management both efficiency and effectiveness need to be balanced.</p> <p>(A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p> <p>(B) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A)</p> <p>(C) Assertion (A) is true but Reason (R) is False</p> <p>(D) Assertion (A) is False but Reason (R) is True</p>	1
11	<p>Read the following Assertion (A) and Reason (R) and choose the correct alternative from those given below:</p> <p>ASSERTION (A): in delegation we have sharing of authority and responsibility between two levels.</p> <p>REASONING (R): in decentralization we have sharing of authority at multiple levels</p> <p>(A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p> <p>(B) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A)</p>	1

	<p>(C) Assertion (A) is true but Reason (R) is False</p> <p>(D) Assertion (A) is False but Reason (R) is True</p>	
12	<p>With the help of controlling function the management can know not only about the deficiency in the performance but it also help management to know whether standard or plants are set correctly or not the importance of Management discussed in the above lines is</p> <p>(A) Ensure order and discipline</p> <p>(B) Facilitate coordination in action</p> <p>(C) Judging accuracy of standard</p> <p>(D) Making efficient use of resources</p>	1
13	<p>Statement I: For products requiring long term storage like agricultural products, the warehouses are located near to the market.</p> <p>Statement II: Higher the level of inventory, higher will be the level of service to customers but the cost of carrying the inventory will also be high.</p> <p>Choose the correct option from the following:</p> <p>(A) Statement I is true and II is false</p> <p>(B) Statement II is true and I is false</p> <p>(C) Both the statements are true</p> <p>(D) Both the statements are false</p>	1
14	<p>Mr. Rajveer is working as the General Manager of Star Hotels Ltd. He observed that Government was taking a special interest in the Tourism industry as this sector is an important source of foreign exchange and employment promotion. On the basis of this news, the company decided to set up hotels at several tourist places and established 50 hotels before other companies considered this issue. Very soon, this brand became well known in the market. Identify the importance of business environment described here.</p> <p>(A) It enables the firm to identify opportunities and getting the first mover advantage.</p> <p>(B) It helps the firm to identify threats and early warning signals.</p> <p>(C) It helps in tapping useful resources.</p> <p>(D) It helps in improving performance.</p>	1
15	<p>Grouping of activities on the basis of product line is a part of</p>	1

	<p>(A) Delegated organisation</p> <p>(B) Divisional organisation</p> <p>(C) Functional organisation</p> <p>(D) Autonomous organisation</p>	
16	<p>Which instrument doesn't relates to money market</p> <p>(A) Call money</p> <p>(B) Treasury bill</p> <p>(C) Commercial bill</p> <p>(D) Initial public offers</p>	1
17	<p>Shift of youth in India towards packed food and online buying is part of</p> <p>(A) Economic environment</p> <p>(B) Social environment</p> <p>(C) Legal environment</p> <p>(D) Technological environment</p>	1
18	<p>To regain the lost reputation and to build Goodwill from users, firm uses</p> <p>(A) Advertisement</p> <p>(B) Sales promotion</p> <p>(C) Personal selling</p> <p>(D) Public relations</p>	1
19	 <p>Identify the type of training method from the image.</p> <p>(a) Vestibule (b) films (c) computer modelling (d) program instruction</p>	1
20	<p>Demonetization has direct impact on</p> <p>(A) Social environment</p> <p>(B) Political environment</p>	1

	(C) Economic environment (D) Technological environment	
21	Anubhav has recently joined AMV Ltd., a company manufacturing television. He found that his department was under-staffed and other departments were not cooperating with his department for smooth functioning of the organisation. Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved. (a) Identify the level at which Anubhav was working. (b) state two more functions required to be performed by him at this level.	3
22	"An ideal control system is the one that checks every bit of performance". Do you agree with the statement? Give reason to support your answer. OR " Planning is an empty exercise without controlling" Explain the statement through an example.	3
23	Kamal Ltd. a leading manufacturer of iron and steel, decided to open up a new branch in remote areas in Chhattisgarh so that unemployed youth from the rural areas could get the same opportunities as those available in the urban areas. The company also decided to provide these employees with wage incentive plans linked with payment of wages based on output. For recruitment and selection of different posts, the company gave an advertisement in the local newspaper of that area. (a) Which source of recruitment is opted for and State its two benefits. (b) Briefly explain any two other sources of recruitment under same type.	3
24	" Money market instruments are more liquid than capital market instruments instrument" Comment. OR " SEBI is the watchdog of security market" Comment.	3
25	Discuss any four needs of Maslow's Need Hierarchy Theory. OR Explain any four points that highlight the importance of directing function of management.	4
26	Explain the procedure for selection of an employee.	4

	OR What are the advantages of training to the individual and to the organisation?	
27	<p>Himesh after completing his graduation started working with a multinational company in Delhi. But due to ill health of his parents he had to go back to his village. There he noticed that the villagers were literate but ignorant about their rights. Many vegetable vendors were using stones as weights to sell their vegetables. Some shopkeepers were selling food items without having 'FPO mark. Villagers did not find anything wrong with these practices. So to create awareness among villagers Himesh decided to publish a weekly Journal 'Jan Jagriti.</p> <p>(a) Name the 'Right' which Himesh has exercised by doing so. Also briefly explain it.</p> <p>(b) Also explain any two other right as mentioned under Consumer Protection Act.</p>	4
28	Explain any four factors affecting the financing decision of a company.	4
29	<p>Kayra recently joined as the human resource director of Arjun Vidyamandir School, a senior secondary educational institute. She observed that the school had an experienced medical team on its payroll. They regularly offered useful suggestions which were neither appreciated nor rewarded by the school authorities. Instead, the school outsourced the task of maintenance of health record of the students and paid them a good compensation for their services. Because of this, the existing medical team felt disheartened and stopped giving useful suggestions.</p> <p>(a) Identify the communication barrier discussed above and State its category.</p> <p>(b) Explain any other two communication barriers of the same category</p>	4
30	<p>Dhaval Acharya, after acquiring a bachelor's degree in Hotel Management joined his father's chain of vegetarian restaurants in Ahmednagar. Being young and enterprising, he suggested his father to add a new section of vegetarian bakery items which required an investment of ₹ 5 crores. His father Mr. Aariketh Acharya suggested him to take the decision with caution and understood everything comprehensively as bad decision may damage the financial fortune of business.</p> <p>Identify the decision suggested by Mr. Aariketh Acharya. State by giving any three reasons as to why he must have advised his son to take decision with caution.</p>	4
31	<p>Explain any three techniques of scientific management given by FW Taylor.</p> <p>OR</p> <p>Explain any three principles of management given by Henry Fayol.</p>	6

32	<p>What are the major features to be considered by the management while planning?</p> <p>OR</p> <p>What are the steps taken by management in the process of planning?</p>	6
33	<p>Mr. Rajan, the sales executive of Alpha Ltd. possess good marketing techniques, his techniques involve oral presentation of message, convincing the customer with face to face interaction, etc.</p> <p>(a) Name and explain the element of marketing mix under which the above technique.</p> <p>(b) Identify the element used by Rajiv. Briefly explain it.</p> <p>(c) Explain any other two elements of marketing</p>	6
34	<p>Vimal Cloth Ltd. was manufacturing only fabrics. After having great success in fabric business the directors of Vimal Cloth Ltd. acquired three new manufacturing units and started selling multi-products in market. (Electronics, Mobile phone, Cements) They decided that an individual who has capability and competence to handle responsibility would head each unit. The vacant position will be filled by women candidate only.</p> <p>(a) State the type of organisation structure Vimal Cloth Ltd. have followed as a producer of single product. And explain its any two limitations.</p> <p>(b) Suggest which type of organisational structure Director must adopt now and explain its two advantages</p>	6

