

**Series: SMA/1**

**Code No. 054**

**Roll No.**

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परीक्षार्थी कोड को उत्तर-पुस्तिका के मुख-पृष्ठ पर अवश्य लिखें ।  
Candidates must write the Code on the title page of the answer-book.

- Please check that this question paper contains 4 printed pages.
- Code number given on the right hand side of the question paper should be written on the title page of the answer – book by the candidate.
- Please check that this question paper contains 25 questions.
- **Please write down the Serial Number of the question before attempting it.**
- 15 minutes' time has been allotted to read this question paper.

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**First Pre-Board Examination, 2017-2018**

**Business Studies**

**Grade: 12**

**Time: 3 hours**

**Date: 00.00.0000**

**Maximum marks: 80**

**General Instructions:**

- Answers to questions carrying 1 mark may be from one word to one sentence.
- Answers to questions carrying 3 marks may be from 50 to 75 words.
- Answers to questions carrying 4-5 marks may be about 150 words.
- Answers to questions carrying 6 marks may be about 200 words.
- Attempt all parts of a question together.

1. The management principles can be applied to all types of activities? Which characteristic of management is highlighted by this statement? [1]
2. To see whether plans are being implemented and activities are being performed according to schedule, is a step of planning process. Identify the step. [1]
3. One of the employees of Hindustan Agriculture implements Ltd. receives an order from the Departmental Manager and passes it on to the Non-managerial members. Because the actual work in the organization is done by the Non-managerial members, therefore even a little carelessness in delivering the message can lead to a heavy loss. This employee performs the role of the Human Relations Specialist also. Identify the designation of the employee described above. [1]
4. Rajat a sales Manager achieved his sales target one month in advance. This achievement was displayed on the notice board and the CEO of the company awarded a certificate for his best performance. Name the incentive provided to Rajat. [1]

5. Indian logistics has its own warehousing arrangements at the key locations across the country its warehousing services help business firms to reduce their overheads, increase efficiency and cut down distribution time. State whether the working capital requirement of the Co. will be high or low. [1]
6. Tax benefit is available only in case of payment of interest and not on the payment of preference dividend. Why? [1]
7. SEBI recently called for information and issued a show cause notice to NSE and its 14 officials seeking explanation on the Preferential Access allegations at the Exchange's Co-location facility. State the function that SEBI performed by doing so. [1]
8. Anurag bought an electric iron from a reputed showroom of a manufacturing company but it caused electric shock to his wife while she was using it .He claimed a compensation of ₹15 lakhs. Where can he file his claim? [1]
9. Identify and state the type of organization structure that should be followed by the company in each case: [3]
- (i) Vrinda Ltd.grows so it needs to add more employees, create new departments and introduce new levels of management.
- (ii) Shreya Ltd is a large organization having diversified activities and operations requires a high degree of specialization.
10. In a company profits are high and in future less scope of expansion exists. The company has decided to distribute less amount of share of profits to its shareholders. [3]
- (a) Identify and state the decision of financial management involved.
- (b) State any one value which is affected by the company's decision.
11. Amit and Amil are working in the same organization but in different departments. One day at lunch time Amil informed Amit that due to computerization some people are going to be retrenched from the organization. Name which type of communication is this. State any two limitations of this type of communication. [3]
12. You don't close a sale you open a relationship, if you want to build a long term successful enterprise. Identify the communication tool used by the marketer. State any two features of the communication [3]
13. State any three responsibilities that a consumer must keep in mind while purchasing gold jewellery. [3]
14. In your school, you observe that books are kept in office, chalks in the library and office records in the staffroom. [4]
- (a) Which principle of management is violated here and why
- (b) How will it affect the achievement of school objectives?
- (c) As a manager, what steps will you take to rectify the shortcomings?

15. Explain Maslow's Need hierarchy theory. [4]
16. Mohan wants to sell 50 shares of Tata Motors. Explain the first four trading procedure of shares. [4]
17. Reena purchased one litre of pure Deshi ghee from a shopkeeper. After using it she had a doubt that is adulterated. She sent it a laboratory for testing which confirmed that the ghee is adulterated. State any four reliefs available to Reena, if she complaints and the consumer court is satisfied about the genuineness of the complaint. [4]
18. A mobile company is launching a new high tech mobile phone in the market. Which department is going to look into the techniques of promoting it? Trace out the role of that department. [4]
19. An environmental conscious multinational company "AXN Ltd." follows certain well defined business principles that result to minimize the employee turnover. Following are some of the important environmental factors followed by 'AXN Ltd.'
- Honor the law of every country in which it operates.
  - Respect the culture and customs of all nations.
  - Provide clean and safe products to enhance the quality of life throughout the world.
  - Develop a culture in the company that enhances individual creativity and team work while honoring mutual trust and respect between management and labour.
- From the above :
- Identify and state any one general principle of management and any one dimension of business environment.
  - Identify any two values which the above guiding principles and environmental factors are conveying to the society
20. 'Management seeks to achieve certain objectives which must be derived from the basic purpose of the business.'" In the light of this statement define management and explain the features of management [5]
21. Rajeev and Sanjeev are managers of the same organizations having different units. While discussing about the function of management, Rajeev says "Planning is looking ahead whereas controlling is looking back. But Sanjeev says, Planning is looking back whereas controlling is looking ahead. Both are giving reasons in favor of their statements. Explain the possible reasons given by both and justify who is correct. [5]
22. What are the factors affecting the working capital requirements? [5]

23. Nishant the director of garments company, is planning to make bags for the utilization of waste items from the garment unit. He decided to set up one unit in the rural areas where people got few job opportunities of men and women. For this he wants four different heads for sales, Accounts, Purchase and Production. He gives an advertisement and shortlists ten candidates per post after conducting different selection tests. [6]

(i) Identify and state the next three steps for choosing the best candidate out of the candidates shortlisted.

(ii) Also identify two values which Nishant wants to communicate to the society by setting a new unit.

24. Enumerate any six 'Principles of Management' introduced by Fayol. [6]

25. Put simply decentralization refers to delegation of authority throughout all levels of the organization. In the light of the above statement give the meaning of and difference between delegation and decentralization. [6]

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