

**KENDRIYA VIDYALAYA SANGATHAN, ERNAKULAM REGION**  
**SECOND PRE-BOARD EXAMINATION 2012-13**  
**BUSINESS STUDIES**  
**Class – XII**

**Max. Marks - 90**

**Time - 3 Hrs.**

**General Instructions: -**

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

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|----|--|---|
| 1  | Name the method of training suitable for electrician and plumbers.   | 1 |
| 2  | Which function of management is called as 'Management in action'?  | 1 |
| 3  | State the meaning of control by exception  | 1 |
| 4  | A decision is taken to distribute a certain portion of the profit after tax among the shareholders. What is this decision called?  | 1 |
| 5  | Give the other name for fixed asset management.  | 1 |
| 6  | State any two money market instruments.  | 1 |
| 7  | State any two objectives of SEBI   | 1 |
| 8  | Give one feature of Shopping product.  | 1 |
| 9  | Pay Rs10,000/ in cash and the balance Rs30,000 in 12 equal installments of Rs2,500 each by postdated cheque and get a Bike on spot. Identify the sales promotion method mentioned in the statement.  | 1 |
| 10 | Who can file a complaint under the consumer protection Act 1986?   | 1 |
| 11 | State the limit for which a complaint can be filed with the District forum for the goods or services in question along with the compensation.  | 1 |
| 12 | Under these incentive schemes employees are offered company shares at a set price which is lower than market price. Which incentive scheme is mentioned here?  | 1 |
| 13 | State any one adverse effect each of not following the following principles of management.<br>(i) Order<br>(ii) Stability of tenure.<br>(iii) Parity of authority and responsibility.  | 3 |
| 14 | Explain the technique of Differential piece rate system with the help of an example.   | 3 |
| 15 | Why does planning fail in spite of the best efforts of management?   | 3 |
| 16 | List out the essential information's to be given on the label of a product.  | 3 |
| 17 | Explain the societal concept of marketing.   | 3 |
| 18 | Explain any two features of planning.  | 3 |
| 19 | Give four points of difference between Delegation of authority and decentralization of authority.  | 4 |
| 20 | A company engaged in the manufacture of a popular brand of toys, has been enjoying good market reputation. It has functional organizational structure with separate departments for production, Marketing, Finance, Human Resources and research & Development. Lately to extend its brand name and also to cash on the new business opportunities it is thinking to diversify into manufacturing of a new range of electronic toys, mini computers and laptops. | 4 |

- (i) What type of organizational structure would you recommend in this case?  
(ii) What benefits can the company get by shifting over to the structure recommended by you?
- 21 State four differences between capital market and money market. 4
- 22 Arun bought a pressure cooker which had the necessary standardized mark giving him quality assurance. But on usage it caused a blast due to manufacturing defect. Identify the right of a consumer which is violated here. Justify how a defective piece got the standardized mark? What values could have been compromised in getting the quality assurance. 4
- 23 "Management is a profession like medical and legal profession" Do you agree with this statement? Give reasons in support of your answer. 5
- 24 How has the economic changes initiated by the government of India influenced the working of the Indian Business. 5
- 25 Explain the staffing process. 5
- 26 Balco&Co is a large manufacturing Unit. Recently the company had conducted Time & Motion Study and concluded that on an average, a worker could produce 300 Units per Day. However it has been noticed that the average daily production per worker is in the range of 200-225 units.  
(i) Name the functions of management involved here and identify the steps in the process of this function which helped out that the actual production of the workers is less than the target.  
(ii) To complete the process of the function identified in step(i) and to ensure the performance as per Time& Motion Study, explain what further steps a manager has to take. 5
- 27 "It is through motivation managers can inspire their subordinates to give their best to the organization". In the light of this statement, explain any six points highlighting the importance of motivation. 6  
Or  
Explain any four Psychological barriers to communication.
- 28 The dividend decision of a company is influenced by many factors. Explain any six such factors. 6  
Or  
Determination of capital structure of a company is influenced by a number of factors explain any six such factors.
- 29 "SEBI is the watch dog of the securities market". Do you agree with this statement? Give reasons in support of your answer. 6  
Or  
Briefly explain any four methods of floating new issues in the primary market.
- 30 Bajaj auto wants to promote the sale of its new model of bike in the market. Suggest any six sales promotional measures for this purpose. 6  
Or  
"Personal selling plays a very important role in the marketing of goods and services". Explain any four reasons in support of your answer.