

Sample Paper- Business Studies 054

Time Allowed: 3 Hours

Max 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 J 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.

S.No.	Questions	Marks
1.	<p>Kasturba Limited has chalked out an action plan in order to increase its market share in the international market by 20% in the next one year. The action plan contains the details about how the production levels will be increased, promotional activities will be carried out and so on. Identify the type of marketing function being described in the given lines.</p> <p>A. Gathering and analysing market information B. Marketing planning C. Product designing and development D. Packaging and labelling</p>	1
2.	<p>Which of the following consumer rights under Consumer Protection Act, 2019 gives the freedom to consumers to access a variety of products at competitive prices?</p> <p>A. Right to be informed B. Right to be assured C. Right to consumer education D. Right to be heard</p>	1
3.	<p>The ratio of debt and equity of the company is referred to as :</p> <p>A. Capital structure B. Capital budgeting C. Financial planning D. Financial management</p>	1
4.	<p>While the product costs set the lower limits of the price for a product, the upper limit of price which a buyer would be prepared to pay is decided by:</p> <p>A. Utility and demand of the product B. The marketing manager of the firm C. The Government D. The competitors of the firm</p>	1

11.	<p>Punit has been given the task of arranging a five-day conference for foreign delegates. In order to ensure smooth functioning of the event, he has made two people as co-ordinators to take care of activities related to registration and refreshment. Identify the function of management being carried out by Punit.</p> <p>A. Planning B. Staffing C. Organising D. Directing</p>	1										
12.	<p>The principles of management can be changed according to the prevailing situation in an organization. This shows that management principles are:</p> <p>A. Flexible B. Behavioral C. Scientific D. Universal</p>	1										
13.	<p>Read the following statements- Assertion (A) and Reason (R) Assertion: SEBI is empowered to regulate the working of financial intermediaries. Reason: SEBI aims to protect the interests of investors. Choose one of the correct alternatives given below:</p> <p>A. Both Assertion and Reason are true and reason is the correct explanation of assertion. B. Assertion and Reason both are true but reason is not the correct explanation of assertion. C. Assertion is true, Reason is false. D. Assertion is false, Reason is true.</p>	1										
14.	<p>The goal of 'Ravi Retail Stores' is to increase sales and the goal of 'ADAPT' organization is to impart education to children with special needs. Management unites the efforts of different individuals in these organizations. It shows that management is a _____ process</p> <p>A. Dynamic B. Continuous C. Goal oriented D. Tangible</p>	1										
15.	<p>Choose the correct sequence of options in Column II with respect to Column I</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Column I</th> <th style="width: 50%; text-align: center;">Column II</th> </tr> </thead> <tbody> <tr> <td>a. <u>Production concept</u></td> <td>i. <u>Persuading the buyer to purchase</u></td> </tr> <tr> <td>b. <u>Product concept</u></td> <td>ii. <u>Satisfying customer's needs</u></td> </tr> <tr> <td>c. <u>Selling Concept</u></td> <td>iii. <u>Quality of the product</u></td> </tr> <tr> <td>d. <u>Marketing concept</u></td> <td>iv. <u>Quantity of the product</u></td> </tr> </tbody> </table> <p>A. a (i) b(ii) c(iii) d(iv) B. a(iv) b(iii) c(i) d(ii)</p>	Column I	Column II	a. <u>Production concept</u>	i. <u>Persuading the buyer to purchase</u>	b. <u>Product concept</u>	ii. <u>Satisfying customer's needs</u>	c. <u>Selling Concept</u>	iii. <u>Quality of the product</u>	d. <u>Marketing concept</u>	iv. <u>Quantity of the product</u>	1
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	C. a(iii) b(iv) c(i) d(ii) D. a(i) b(ii) c(iv) d(iii)	
16.	Which of the following is an example of Social Environment? A. Money Supply in the economy C. The Constitution of the country B. Consumer Protection Act D. Composition of family	1
17.	_____test is a measure of an individual's potential for learning new skills A. Personality C. Intelligence B. Aptitude D. Interest	1
18.	Read the following statements- Assertion (A) and Reason (R) Assertion- If companies have investment or growth plans then it would be better to distribute more in the form of dividend. Reason - Companies declare a high rate of dividend only when they have surplus cash. Choose one of the correct alternatives given below: A. Both Assertion and Reason are true and reason is the correct explanation of assertion. B. Assertion and Reason both are true but reason is not the correct explanation of assertion. C. Assertion is true, Reason is false. D. Assertion is false, Reason is true.	1
19.	Statement I: Co-ordination is a one time function of top management Statement II: Co -ordination begins at the planning stage and continues till controlling Choose the correct option from the following: A. Statement I is true and II is false B. Statement II is true and I is false C. Both the statements are true D. Both the statements are false	1
20.	Mehta is the managing Director of 'Gama Ltd', manufacturing different varieties of cheese. He has an efficient team working under him consisting of Rohan- the Production Manager, Vinay- the Marketing Manager and Adi- the Finance Manager. They understand & interpret the policies made by Mehta, ensure that their departments have adequate manpower, assign them the necessary duties b motivate them to achieve the desired objectives. At which level of management are Mehta's team members working? A. Middle Level C. Supervisory level B. Top level D. Operational level	1
21.	Planning and Controlling are inseparable twins of Management. Discuss	3

22.	<p>Telco Ltd. aims to manufacture and sell 1,500 locomotives in 2020. To achieve this target, the production department ensures timely production and the sales department takes all possible steps to generate maximum revenue. Due to combined efforts of all the departments, Telco Ltd. is able to achieve its sales target.</p> <p>a) Which importance of management is highlighted in the above situation?</p> <p>b) Explain any two other points of significance of management</p>	3
23.	State the functions of the Human Resource Department in an organization.	3
24.	<p>State any three protective functions of the Securities and Exchange Board of India.</p> <p style="text-align: center;">OR</p> <p>Differentiate between Capital Market and Money market on the basis of investment outlay, liquidity and safety.</p>	3
25.	<p>Explain Democratic Style of Leadership</p> <p style="text-align: center;">OR</p> <p>Explain Perquisites and Employee Empowerment as incentives for motivating employees</p>	4
26.	<p>Sunil, the Director of a company is planning to manufacture rugs for utilizing waste materials from one of his garment factories. He decided that this manufacturing unit will be set up in rural areas so that people of that area will have job opportunities. For this he wanted four different heads for sales, account, purchase and production department respectively. He decided that one of them will be from a minority community. He gave an advertisement in the newspaper for the above vacancies. State the next four steps Sunil has to follow in the 'Staffing process' after advertisement of above vacancies.</p> <p style="text-align: center;">OR</p> <p>'There are two sources for recruitment and in one of them, employees are vertically shifted to a higher position.' Mr. Prashant, an employee of Trent Ltd. has been vertically shifted from the post of Assistant General Manager to General Manager. Now, he has comparatively greater authority, responsibilities and salary.</p> <p>a) Identify and explain the source under which employees are vertically shifted to higher positions.</p> <p>b) Explain the other source under which employees are moved horizontally</p>	4
27.	Enumerate any four responsibilities of a Consumer under the Consumer Protection Act, 2019.	4

28.	Laxmi Ltd. deals in the sale of stationery and office furniture. They source the finished products from reputed brands who gave them four to six months credit. Seeing the demand for electronic items, they are also planning to market these items by opening outlets throughout India. For this, they have decided to join hands with a Japanese electronic goods manufacturer. State any four factors that would affect the fixed capital requirement of Laxmi Ltd.	4
29.	<p>KPM Ltd. has been manufacturing bread and biscuits for many years. It has approximately 150 employees and most of them are not happy with the working environment. Because of this, the labour turnover rate is very high. Therefore, the company appoints a new Human Resource Manager, Naveen, to analyse the situation. Naveen finds that there is no free flow of communication, and there is no suggestion box for the employees to voice their suggestions or grievances. The company rarely organises a social or cultural gathering, the employees just come, finish their work and leave the organisation.</p> <p>a. Identify the communication barrier discussed above. b. Identify & State the category of this communication barrier c. Explain any other communication barrier of the same category</p>	4
30.	Vayu Limited is a large and reputed company which manufactures Air purifiers. During winters in Delhi the company witnessed an increase in revenue by 40%. It has plans to further increase its production capacity and also start production of portable air purifiers. The Finance manager of the Company Mr. Vinod feels confident about the future of the company and its liquidity position. Discuss the meaning of Dividend Decision and in the light of the above statement explain any three factors which should be considered by 'Vayu Limited' while formulating the dividend policy of the company.	4
31.	<p>a) Explain 'Harmony, not discord' principle given by FW Taylor b) Why are management principles considered to be general guidelines?</p> <p style="text-align: center;">OR</p> <p>Explain the following significance of Management Principles: a) Ensures optimum utilization of resources and effective administration b) Helps in taking scientific decisions</p>	6
32.	<p>'The pros and cons of each alternative need to be weighed.' Name and briefly explain the logical steps in the process of planning which are followed by a manager before performing the step highlighted in the above statement.</p> <p style="text-align: center;">OR</p> <p>Explain 'Policy' and 'Strategy' as types of plans.</p>	6

33.	“The elements of marketing mix are popularly known as 4 P’s of marketing.” Briefly explain these elements.	6
34.	<p>Fyntech Ltd. is one of the leading information technology service provider companies in Delhi. To enable smooth functioning of the enterprise, job description and rules and procedures related to work processes are laid down. The company specifies clearly the boundaries of authority and responsibility and there is systematic coordination among the various activities to achieve organisational goals.</p> <p>A. Identify and explain the ‘Type of organisation’ discussed above. B. State any two advantages and two limitations of the ‘Type of organisation’ identified in (A) above.</p>	6