



DELHI PUBLIC SCHOOL
SAIL TOWNSHIP, RANCHI
HALF YEARLY EXAMINATION (2017-18)

Class:- XII
Time- 3 Hrs.

Subject:- Business Studies
F. M:- 80

General Instructions:-

- *All questions are compulsory.*
- *Section A contains question number 1 to 8, carry one mark each.*
- *Section B contains question number 9 to 13, carry three marks each.*
- *Section C contains question number 14 to 19, carry four marks each.*
- *Section D contains question number 20 to 22, carry five marks each.*
- *Section E contains question number 23 to 25, carry six marks each.*
- *Please write down the serial number of the question attempting it.*
- *Neat presentation is expected.*
- *15 Minutes reading time is to be utilized properly- no writing to be done.*

Section – A

[1X8=8]

- Q.1 Taylor said “ the process and success of scientific principles is highly dependent on the attitude between employees and Management “. What did he call this transformation as?
- Q.2 Give two examples of specific forces .
- Q.3 State two types of standing plan.
- Q.4 Name the organisation structure which is multifunctional.
- Q.5 Explain span of Management as important task of staffing.
- Q.6 Explain Co- Partnership or stock option plan.
- Q.7 Explain Critical point Control.
- Q.8 How does “product complexity “ affect the choice of channels of distribution.

Section – B

[3X5=15]

- Q.9 Dharam is a well known businessman in the field of publishing. He owes the success of his business to his own education in business management and his team of certified management consultants. Therefore he decides to send both his children Danush and Damini abroad to acquire a degree in Business management in their individual area of expertise. He feels that all over the world there is a marked growth in management as discipline but still it is not considered to be full fledged profession for certain reasons. In context of the above case.
- (a) Explain the reason because of which Dharam considers management as discipline.
- (b) Critically examine the various reasons because of which management is not considered to be a full fledged profession.

- Q.10** Study Buddy Pvt. Lmt. is company dealing in stationery items. In order to establishing standard of excellence and quality in materials and performance of men and machines, the company adheres to Bench marks during production. More over its products are available in company in Limited varieties , sizes and dimensions thereby eliminating Superfluous diversity of products.
Identify the techniques of scientific management which was been adopted by “Study Buddy Pvt. Ltd”.
- Q.11** What are the three elements of Delegation. Explain all the three and explain their direction of flow.
- Q.12** Discuss the two most important basis for estimating the Manpower requirement.
- Q.13** As a project works in Business studies, the commerce students of Himachal Public School , Himachal Pradesh thought of Preparing apple jam from apples grown in their school premises and sell it in the school annual fete. They Approached the principal who not only appreciated the students but also gave her consent for the same. The school decided to donate 50% of the revenue generated from the sale to near by orphanage. After the school fete the school also decided to extend this project by providing employment to visually challenged and disadvantaged sections of society on regular basis.
- (a) Explain any two product related decisions which the students had to take.
- (b) Suggest any two functions that the “ Label “ of the jam bottle must perform .
- (c) Identify two values communicated to society by this project of Himachal Public School , Himachal Pradesh.

Section – C

[4X6=24]

- Q.14** After completing a course in Travel and Tourism , Karan started his own Travel Agency in order to ensure smooth functioning of his business he decided to create fourteen job positions divided into four departments. On the basis of functions namely from office department including online queries , reservations department for airways railways and roadways. Accommodation booking department and securing payment departments. In order to avoid any interdepartmental conflicts he decides to specify clearly the lines of authority and areas of responsibility for each job position.
In the context of the above.
- (a) Which function of management is being described in the above lines?
- (b) Identify the framework created by Karan within which all managerial and operating tasks are to be performed in his organisation. Name the type of the frame work as indentified in part (a) of the question. Also give any two of its advantages.

- Q.15** Mrs. Rajlaxmi is working as a Human Resource Consultant in a firm that manufactures cosmetics , which is facing a problem of high employee turnover. The CEO of the company has invited suggestions from her for retaining the talented employees and reducing the employee turnover. Mrs. Rajlaxmi recommends that the good employee be rewarded in a way that it creates a feeling of ownership among the employees and at the same time makes them contribute towards the growth of the organisation.
- (a) Identify the incentive and explain its type which has been suggested by Mrs. Rajlaxmi to the CEO of the company.
- (b) Also explain any two other incentives of the same type.
- Q.16** Explain the different types of selection tests. Differentiate between Aptitude Test and Trade Test with suitable example.
- Q.17** Neeraj a Sales Representative of ONIDA Ltd. has changed seven jobs in the last one year. He is a hardworking person but is not able to finalise deals with customers due to inadequate vocabulary and omission of needed words. Sometimes he uses wrong words because of which the intended meaning is not conveyed. All this created a misunderstanding between him and his clients.
- (a) Identify the Communication barrier discussed above.
- (b) State the category of this communication barrier.
- (c) Explain any other communication barrier of the same category (any tow)
- Q.18.** Enumerate the steps in controlling process and explain the following in detail with suitable examples.
- (a) Setting performance standards.
- (b) Analysing deviation.
- Q.19** Explain the concept of public relation and discuss the traditional and modern public relation tools and its Role. (any two)

Section – D

[5X3=15]

- Q.20** Raj and Simran are both qualified eye surgeons and good friends. After obtaining a certificate of practice, they decide to pursue a career of their own choice. Raj starts an eye centre in the city whereas Simran joins a government hospital in a small village. They meet after a long time in a party. Raj invites Simran to visit his eye care centre and she accepts his invitation. She observes at his clinic that there is a fixed place for everything and everyone and it is present there so that there is no hindrance in its activities of the clinic. Also , Raj always tends to replace 'I' with "We" in all his conversation with the staff members. Later on Raj shares with her that he always deals with lazy staff sternly to send the message that everyone is equal in his eyes.

In context of the above case:-

- (a) Identify and explain the various principles of management that Raj is applying for the successful management of his eye care centre.
- (b) List any two values that Simran wants to communicate to the society by taking up a job in a village.

Q.21 “ Zero Defect and Zero Effect “ (ZED) is a slogan coined by Prime Minister of India, Mr. Narendra Modi with reference to the make in India initiative launched by the government. The slogan reflects the efficiency of production process i.e the products have no defects and the process through which the product is made has Zero adverse environment and ecological effects. The ZED Model aims to make India the Manufacturing hub of the world and prevent the products developed in India from being rejected by the global market. Moreover before the initiative was launched the limits of foreign direct investment in various sector had been relaxed. The application for licenses was made available online and the validity of licenses was increased to three years. Various other norms and procedure were also relaxed by the government. In the light of the above paragraph, identify and explain the major components of New Economic Policy of 1991 that are being referred to by quoting lines from the paragraph.

Q.22 Explain Planning and Discuss its four importances.

OR

Discuss five limitations of planning

Section – D

[6X3=18]

Q.23 What are the three levels of Management explain their functions.

OR

“Co-ordination is the orderly arrangement of group efforts to provide unity of Action in the pursuit of common purpose”. In the light of this statement explain the nature of co-ordination

Q.24 What is meant by “Leadership styles” and what are the different types of leadership styles.

OR

Explain with the help of flow chart the elements of communication process.

Q.25 (a) Discuss the process of Marketing Management.

(b) State three factors determining price.