



Time-3hrs

Mm-80.

General Instructions:

- 1.This question paper contains 34 question
- 2.Marks are indicated against each question.
- 3.Answers should be brief and to the point.
- 4.Answers to the question carrying 3 marks may be from 50 to 75 words.
- 5.Answers to the questions carrying 4 marks maybe about 150 words.
- 6.Answers to the questions carrying 6 marks maybe about 200 words.

Attempt all parts of the questions together

1	Read the below statement of assertion and reason and choose one of the correct alternative given below: A)Both assertion A and reason R are true and reason R is the correct explanation of assertion B) Both assertion A and reason R are true and reason R is not the correct explanation of assertion A C) Assertion A is true but reason R is false. D) Assertion A is false but reason R is true. Assertion A: By exercising control a manager seeks to reduce wastage and spoilage of resources. Reason R: control is often resisted by employees.They see it as a restriction on their freedom.	1
2	The principles of management are flexible because----- a) They aim at influencing the behaviour of human beings. b) They are dependent upon the prevailing situation. c) They can be modified by a manager as per the situation. d) They apply to all types of organisations.	1
3	The financial incentive offered over and above the wages to an employee is— a) Bonus. b) productivity link wage incentive c). Profit sharing. d) perquisites.	1
4	Which of the following is not a function of stock exchange a) Pricing of security b) Safety of transaction c) Holding securities in electronic form d) Providing liquidity and market ability to existing securities.	1
5	In today's dynamic business environment, companies are specialising in their core competency and divesting non-core businesses. In this context, one may cite the decision of Hindustan Unilever limited in divesting non-core businesses of chemicals and seeds. Some Companies are outsourcing their non-core activities like share-transfer management and advertising to outside agencies. So much so, that even core processes such as R&D, manufacturing and marketing are being outsourced today. Thus, the significance of Business Process Outsourcing' (BPO) and Knowledge Process Outsourcing' (KPO) has increased. Identify the significance of principles of management	1

	C) unfavorable levered. D) highly levered	
14	<p>Om Prakash has set up a small business unit for the manufacturing of detergent. In order to market the detergent in local residential areas, he has appointed a team of 10 salesman. Each salesman is expected to sell at least 200 units of the detergent packets within a week's time.</p> <p>Identify the point of importance of controlling being highlighted in the above case.</p> <p>A) It helps in judging accuracy of standards B) It ensures efficient use of resources C) It helps in improving employee motivation D) It facilitate coordination in action.</p>	1
15	<p>Rajesh limited is engaged in the business of exports of garments. In the past, the performance of the company has been up to the expectations. In line with the latest technology the company decided to upgrade its machinery. For this, the finance manager ,Arvind estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decision on a continuous basis. Arvind began with the preparation of a sales forecast for the next 2 years. He also collected the relevant data about the project estimates in the coming years. By doing this, he wanted to be sure about the availability of funds from the internal sources of the business. For the remaining funds he is trying to find an alternative source from outside.</p> <p>Identify the financial concept discussed in the above para.</p>	1
16	<p>Once a worm was found in noodles of a famous company and similarly an insect was found in a soft drink of a company. Which right should the consumer exercise so that in future health hazards is not caused to any consumer.</p>	1
17	Who can appeal in Supreme court as per Consumer Protection Act 2019 ?	1
18	Name the organisation that issue Quality Marks for different products in India.	1
19	<p>Read the following statements carefully.</p> <p>Statement I: working capital requirement of a company is affected by inflation</p> <p>Statement II: choice of technique affects the requirement of fixed capital of a company.</p> <p>Choose the correct option from the options given below:</p> <p>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</p>	1
20	<p>The human resource manager assess the number and type of human resource necessary for the performance of various jobs under an electronic division and found it to be understaffed. Which type of analysis has been done by human resource manager?</p> <p>a) workload analysis. b) workforce analysis c) human resource analysis. d) job specification</p>	1
21	<p>Mahesh said that his organisation provides a very cordial working environment where the employees can discuss their problems with each other as a result he has made many good friends there too.</p> <p>Which need of Mahesh as per Maslow's need hierarchy is fulfilled here. Also explain the two more needs which are yet to be fulfilled.</p>	3
22	<p>Chotu Halwai was running a famous sweet shop in Chandni Chowk in the late seventies. His sweets ranging from barfi and gulab jamuns to jalebi and rabri were famous throughout Delhi. During the marriage season, he had no time to close down his shop due to the excessive orders. He produced the sweets with the best quality raw material and was totally against adulteration. He was doing so well that he had to</p>	3

	<p>increase his scale of operations. In the nineties, many foreign brands entered India that gave the customers more choice by offering them international Sweets and desserts. Chotu Halwai realized that the customer is no longer going to stick to their traditional sweets. To stay in the market, they now had to study and analyse the market and then decide their new offering.</p> <p>What advantages Chotu Halwai get by understanding the business environment?</p>	
23	<p>Recent years have seen a high rise in the number of fraudulent fundraising operations by different companies. They are making their way into the poor and middle class people by luring them with offers of high interest rates and returns. People are falling prey to such companies and their schemes. They face such risks that extend from loss of personal savings to loss of their jewellery and homes. Such frauds also have a considerable impact on economies and markets by reducing the consumer's trust and confidence in legitimate businesses. . Such companies are witty and quick to alter there modus operandi to reduce the risks of law enforcement detection and investigation</p> <p>(a) Which organisation has been set up to regulate such companies and their offers?</p> <p>(b) What are its objectives?</p>	3
24	Explain Rule and Policy as type of plans.	3
25	<p>A Critical Point Control (CPC) approach is followed by McDonald's in the cooking and handling process so that any food safety threat may be prevented, eliminated, or reduced to an acceptable level. Hence, continuous monitoring of activities is undertaken to ensure that the process is right at each Critical Point Control. The main principle followed for cooking at McDonald's is "less amount many time" which can ensure the high quality and high fresh level of the food. For instance, if four hamburger have to be made, a worker cannot cook all the four hamburgers at one time. The time figured out for making one hamburger is one hundred and forty-five seconds. Moreover, nearly all foods in McDonald's have the specific holding time; the holding time for hamburgers is ten minutes and for French fries is seven minutes. If it is not sold within that time, it is thrown away. Also, the temperature of the milk sent by the Supplier must be under 4°C, otherwise, it will be returned.</p> <p>In the context of the above case</p> <p>a) Name the steps involved in the controlling process which are being discussed in the above lines.</p> <p>b) What do you understand by 'Critical Point Control'? Explain.</p> <p>c) State any two limitations of controlling function of management.</p>	4
26	<p>Ms. Pihu Jain intends to start an enterprise that produces chocolates. Initially, in order to assess the taste and preferences of the people about the chocolates, she used social media and online surveys. Thereafter, she prepared a detailed SWOT (strengths, weaknesses, opportunities and threats) analysis of her enterprise to devise a strategy that will give her an edge over the competitors. Based on her analysis of the market, she decided to launch sesame and jaggery based chocolates under the brand name Desi Delight. She has decided to fix up the price of chocolates relatively at lower level in the beginning and later on as the demand picks up she may revise the prices.</p> <p>(a) Identify and give the meanings of the elements of marketing mix being taken into consideration by Ms. Pihu Jain.</p> <p>(b) Explain briefly any two functions of marketing highlighted here.</p>	4
27	<p>Harshit has always been fascinated by the hand woven textile designs. Therefore, he decided to become a weaver. He was told that in order to understand and learn this workmanship, he will have to work under the guidance of a master worker for a certain number of years.</p> <p>(a) Identify the type of training being described in the given case.</p> <p>(b) Also, explain any three other types of training.</p>	4
28	<p>It is deciding in advance what to do and how to do. It is one of the basic managerial functions. Before doing something, the manager must formulate an idea of how to work on a particular task. Thus, it is closely connected with creativity and innovation. But the manager would first have to set objectives, only then will a</p>	4

	<p>manager know where he has to go. It seeks to bridge the gap between where we are and where we want to go. It is what managers do at all levels. It requires taking decisions since it involves making a choice from alternative courses of action.</p> <p>(a) Identify and explain the function of management being depicted by It in the given paragraph.</p> <p>(b) Also, explain any three characteristics of the function identified in part (a) above.</p>	
29	<p>Malini is a well-known businesswoman in the field of publishing. She owes the success of her business to her own education in business management and her team of certified management consultants. Therefore, she decides to send both her children Darshit and Pihu abroad to acquire a degree in business management in their individual area of expertise. She feels that all over the world there is marked growth in management as a discipline, but still it is not considered to be a full-fledged profession for certain reasons.</p> <p>(a) Explain the reasons because of which Malini considers management as a discipline.</p> <p>(b) Critically examine the various reasons because of which management is not considered to be a full fledged profession</p>	4
30	<p>Priyanka had been working as an assistant manager with Johnson Enterprises' for the last ten years. She was very popular amongst her colleagues because of her commitment and dedication towards the work. When the manager ,senior to her retired, all her colleagues thought that now Priyanka would be promoted. But to everyone's surprise the vacant post was filled by an outsider, Anjali. Priyanka felt demoralized and her performance started declining. She would abstain herself often and could not meet her targets. Mrs Anjali was a good leader, who would not only instruct her subordinates but would also guide and inspire them. She noticed Priyanka's behavior and felt that her performance could be improved. She started involving Priyanka in decision making issues related to the organisation and made her a part of the high level joint-management committee. Priyanka was now punctual in the office and her performance started improving.</p> <p>(a) Identify and state the function of management being performed by Mrs Anjali.</p> <p>(b) Identify and state the element of the above function of management which helped Mrs Anjali to improve Priyanka's behaviour.</p> <p>(c) State any two features of the element identified in part (b) above.</p>	4
31	<p>A garment manufacturing unit is facing a problem of accumulation of obsolete stock due to frequent changes in the fashion industry. The Marketing Manager came up with an idea to clear off the excess stock lying with them. They offered 'Free dinner coupons worth ₹500 on purchase of ₹6,000 and above.'</p> <p>(a) Which element of the marketing mix helped the garment manufacturing unit to solve its problem? Explain it.</p> <p>(b) Name the tool used and one of its limitations.</p> <p>(c) Identify and explain the Marketing Management philosophy being followed by the company .</p>	6
32	<p>Sunaina Ltd. had plans to manufacture and provide the best quality artificial jewellery to the consumers. For this, its management identified that the following steps needs to be performed:</p> <p>A) Procurement of raw material, its conversion into synthetic elements, processing, market research, to create awareness in the consumers about their product, etc.</p> <p>B) It then created small groups having activities of similar nature.</p> <p>C) To ensure achievement of the goals, it allocated the work to the different positions created earlier.</p> <p>D) They knew that mere allocation of duties is not enough. To achieve the goals, it is necessary that there exists a superior subordinate relationship. They, therefore, created it.</p> <p>i) Identify the function of the management that has been discussed in above lines and explain it.</p> <p>ii) Identify and state the steps of the function of management performed above by quoting the lines.</p>	6
33	<p>a) The sales manager assigned a target of selling 40 RO water purifiers in a month to a group of 10 sales executives. They mutually decided to sell 4 purifiers each. However, after selling 1 purifier. Kshitiz (one of the sales executives) met with an accident. The other sales executives did not pay any attention to the remaining target of Kshitiz and concentrated on their individual sales targets. At</p>	3+ 3

	<p>the end of the month, only 37 purifiers could be sold. Identify and state the principle of management violated in the given case.</p> <p>b) Principles of Taylor and Fayol are mutually complementary. One believed that the management should share the gains with the workers, while the other suggested that employee compensation should depend on the earning capacity of the company and should give them a reasonable standard of living.</p> <p>Identify and explain the principles of management referred to in the above paragraph.</p>	
34	<p>A reputed company had called for the Annual General Meeting of its shareholders. In the meeting, the Board of Directors laid before the shareholders the Financial Statements disclosing the fact that the profits of the company have increased by 5% in the current financial year and they have maintained a stable growth rate of 2-3% in earnings since the last six years. It was also brought to the notice of the investors that the Cash Flow Statement has shown an improvement in the Cash Flow position with major inflow from their operating activities. Their Stock is doing well in the Capital Market as is visible from the increase in its price over the past few years, so raising additional funds, if required, from the capital market will not be a problem at all. Since, the company has to redeem some debentures in the next accounting year, so they have to transfer the required amount to Debenture Redemption Reserve. The Board also laid before the shareholders the proposal to set up a new production capacity in Madhya Pradesh as they intend to increase their scale of operations.</p> <p>Identify by quoting the lines, the factors which the Finance Manager needs to consider from this meeting while deciding the amount of profits to be distributed as dividend.</p>	6



O.S.D.A.V.Public School, Kaithal
Second Terminal Examination
December (2024-25)
Subject - Business Studies(Marking scheme set-A)
CLASS-XII
Mm-80. Time-3hrs

1	B	1
2	C	1
3	A	1
4	C	1
5	D	1
6	C	1
7	Right to be informed	1
8	C	1
9	B	1
10	D	1
11	Inter relatedness	1
12	Product concept	1
13	C	1
14	C	1
15	Financial planning	1
16	Right to seek redressal	1
17	All those complains who falls under the original jurisdiction of supreme court and whose claim is more then 10 crores and above	1
18	BIS	1
19	Both the statements are true	1
20	Work load analysis	1

21	<p>Belongingness needs Needs not satisfied</p> <ul style="list-style-type: none"> a) Esteem needs b) Self actualisation needs with explanation 	3
22	<ul style="list-style-type: none"> a) Helps in identifying opportunity and getting first mover advantage. b) Helps in identifying threats and early warning signals c) Helps in tapping useful resources d) It helps in planning and policy formulation e) It helps in improving performance. <p>any three with explanation</p>	3
23	<ul style="list-style-type: none"> A) SEBI B) Objectives of SEBI 	3
24	<p>RULE: Rules are specific statement that inform what is to be done. They don't allow any flexibility. It reflects a managerial decision that a certain action must or must not be taken.</p> <p>Policy: policy is a general statements that guide thinking or channelise energies towards a particular direction. They are guide to managerial action and decision in implementing strategy.</p>	1.5+1.5
25	<ul style="list-style-type: none"> a) Analysis deviations and Taking corrective actions b) Critical point control: It is neither economical nor advisable to keep a check on each and every activity in an organisation. Control should therefore focus on key result areas which are critical to the success of an enterprise. These KRAs are set as critical points.. c) Resistance from employees and Difficulties in setting quantitative standards. <p>(With explanation)</p>	1+1+2
26	<ul style="list-style-type: none"> A) Product mix and price mix with meaning B) Product design and development, pricing of product, gathering and analysing information any two with explanation. 	2+2
27	<ul style="list-style-type: none"> A) Apprentice Training B) Induction training Vestibule training Internship training With explanation 	1+3
28	<ul style="list-style-type: none"> A) Planning B) Planning is futuristic Planning is continuous Planning is pervasive Planning involves decision making Any three with explanation 	1+3
29	<ul style="list-style-type: none"> A) Management is considered as a discipline because it has a well define 	4

	<p>body of knowledge which has its own vocabulary and principle. It cannot as a separate subject.</p> <p>B) Restricted entry Professional associations Code of conduct These are the important compulsory features of profession but in management these features need not to be present. ,that makes management partial profession.</p>	
30	<p>A) Directing with meaning B) Motivation with meaning C) Motivation can be positive or negative Motivation is a complex process.</p>	1+1+2
31	<p>A) Promotion mix with explanation B) Sales promotion. Its limitation is that it spoils the image of the organisation and product as well C) Selling concept with explanation</p>	2+2+2
32	<p>A) Organising with explanation B) Identifying and division of work Departmentatuon Assigning duties Establishing reporting relationship With relevant lines explanation</p>	2+4
33	<p>A) Espirit de corps with explanation B) Harmony not discord and Remuneration with explanation</p>	3+1.5+1.5
34	<p>Factor affecting dividend decision</p> <ol style="list-style-type: none"> 1. Stability of dividend 2. Stability of earning 3. Growth prospects 4. Legal constraints 5. Capital market assess 6. Stock market reaction <p>With relevant lines and explanation.</p>	1mark for each correct point



O.S.D.A.V. Public School, Kaithal
Second Terminal Examination
December (2024-25)
Subject - Business Studies(set-B)
CLASS-XII

Mm-80.

Time-3hrs

General Instructions:

1. This question paper contains 34 question
2. Marks are indicated against each question.
3. Answers should be brief and to the point.
4. Answers to the question carrying 3 marks may be from 50 to 75 words.
5. Answers to the questions carrying 4 marks maybe about 150 words.
6. Answers to the questions carrying 6 marks maybe about 200 words.
7. Attempt all parts of the questions together.

1	Read the following statements-Assertion (A) and Reason (R) Choose the correct alternative from those given below: Assertion (A): Controlling can prevent deviations. Reason (R): Controlling helps in minimizing deviations by taking action and decisions that reduce their recurrence. A) Alternatives: (a) Both Assertion (A) and Reason (R) are true and Reason is the correct explanation of Assertion (A) B) Both Assertion (A) and Reason (R) are true and Reason is not the correct explanation of Assertion (A) C) Assertion (A) is true but Reason (R) is false D) Assertion (A) is false but Reason (R) is true	1
2	Identify the incorrect statement with respect to Investment decision': (a) Net working capital refers to excess of current assets over current liabilities (b) Current assets are those assets which get converted into cash within one year (c) Capital budgeting decisions are irreversible (d) Size of the assets, profitability and competitiveness are not affected by capital budgeting	1
3	Consumers can ask anything regarding the date of manufacturing, MRP, etc., about the product that he intend to buy. Identify the consumer right highlighted in the above lines. (a) Right to be informed (c) Right to be heard (b) Right to be assured. (d) Right to safety	1
4	Amar is a distributor of tea to far off places. He has opened the company which deals in tea selling. He has categorised his tea to be sold into 3 categories: green yellow and red. His brother Ramesh on the other hand is running a mobile manufacturing company. His company strictly produces mobile according to the pre-determined specifications. The mobiles of each variety are of same size, looks and performance. Which function of marketing has been highlighted in the given case?	1
5	Rajesh limited is engaged in the business of exports of garments. In the past ,the performance of the company has been up to the expectations. In line with the latest technology the company decided to upgrade its machinery. For this, the finance manager ,Arvind estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decision on a continuous basis. Arvind begin with the preparation of a sales forecast for the next 2 years. He also collected the relevant data about the project estimates in the coming years. By doing this, he wanted to be sure about the availability of funds from the internal sources of the business. For the remaining funds he is trying to find out alternative source from outside.	1

	<p>allocate the roles based on their skills and competencies. Identify the step in the organising process which was not properly performed in the previous season but has been duly performed for the upcoming season.</p> <p>(a) Identification and division of work (b) Establishing reporting relationships (c) Departmentalisation (d) Assignment of duties</p>	
13	Name the organization that issues Quality Marks for different products in India.	1
14	<p>Child-O is a garment manufacturing company which makes clothes with unique and stylish designs for children. Naisha was working as the Human Resource Manager with 'Child-O'. In spite of good pay and many other benefits offered, the company is facing problem of high turnover of its employees. Naisha tried to find out the reason but could not. She appointed a person with the permission of the Chief Executive Officer to find out the reason. It was found that other organisations were giving more autonomy and authority to their employees which made them feel that their jobs were important. This was attracting the employees of 'Child-O' to other organisations. The incentive which attracted the employees of Child-O' to other organisations is:</p> <p>(a) Employee Recognition Programmes. (c) Career Advancement Opportunity (b) Employee Participation. (d) Employee Empowerment</p>	1
15	<p>As per Plastic Waste Management Rule 2022, single use plastic items were prohibited in Delhi from 1st July, 2022. The dimension of business environment referred to here is</p> <p>(a) Economic environment. (c) Technological environment (b) Legal environment. (d) Political environment</p>	1
16	<p>Read the following statements carefully.</p> <p>Statement I: The basic function of a Stock Exchange is the creation of a continuous market where securities are bought and sold.</p> <p>Statement II: The Stock Exchange provides both liquidity and easy marketability to already existing securities in the market.</p> <p>Choose the correct option from the options given below:</p> <p>(a) Statement I is true and II is false (c) Both the statements are true (b) Statement II is true and I is false. (d) Both the statements are false</p>	1
17	<p>Navya went to a supermarket for grocery shopping. She bought one kg of bajra flour from the supermarket. On reaching home when she opened the packet she found worms inside it. She was disappointed and told her son about the same. Her son asked her to check the label. When she checked the label of the packet, she found that bajra flour was stale and beyond the expiry date. She approached the sales-person at the supermarket who replaced the bajra flour immediately. When she thanked the sales-person, she was told that it was the policy of the supermarket to satisfy the customers. He further said that satisfied customers not only lead to repeat sales but they also provide good feedback to prospective customers which helps in increasing the customer base of business. Identify the point of importance of consumer protection from the point of view of the supermarket which is helping them to increase the customer base.</p> <p>(a) Long-term interest of the business. (c) social responsibility (b) Moral justification Social responsibility (d) Government intervention</p>	1
18	<p>Kanand Ltd.' is an automobile manufacturing company started in 2014 under the 'Make in India' initiative of the Government of India. Expecting higher growth in future, it developed higher capacity in the current year taking advantage of the subsidies provided by the government. This would enable Kanand Ltd.' to meet anticipated higher demand quickly. For this, 'Kanand Ltd. invested large amounts in fixed assets leading to higher requirements of fixed capital. Identify the factor affecting fixed capital requirements which 'Kanand Ltd. kept in mind to meet higher anticipated demand quicker.</p> <p>(a) Scale of operations (c) Diversification (b) Nature of business (d) Growth prospects</p>	1

	<p>the Project Head to appoint additional workers with attractive wages to ensure that the deadline is met.</p> <p>(a) Identify the function of management highlighted here.</p> <p>(b) Quoting the lines from the above explain the steps of the process of the function of management discussed.</p>	
26	<p>Cortico Fabrics was started by Ashish in 2001 to sell bed sheets, towels, comforters, pillows, cushions, bath mats etc. It is now a famous name and its branches are across India. To manage the work all over India, it has eight teams--two each for North, South, East and West India. Ashish spends a considerable amount of time to develop an orderly pattern of group efforts among different teams and to secure unity of action in pursuit of a common purpose. To ensure suitable allocation of tasks to the various members of the teams and to see that the tasks are performed with harmony among the members, he tries to balance the different teams at different locations.</p> <p>(a) Identify and explain the concept of management discussed in the above para.</p> <p>(b) Also, explain any two point of importance of the concept identified in part (a) above</p>	4
27	<p>A Business Process Outsourcing centre, 'Chromosome' which deals in conversion of voice reports dictated by physicians and other healthcare providers into text format has 40 employees. They ensure that their employees are well versed in at least one foreign language and one Indian language. The employees are also given the required training to ensure that the reports are processed correctly as they are the backbone of the patients' medical history. On frequent complaints about some of its employees, it was observed that they were facing problems in decoding the message as they were not very proficient with the language in which the voice message was received. As a result, they would make mistakes causing different meanings to the message. Not only this, sometimes there were technical words used in voice reports, the actual meaning of which was also not understood by the employees. Due to this, 'Chromosome' was slowly losing its business to competitors.</p> <p>A) The above case highlights two communication barriers. Identify and explain these barriers.</p> <p>B) Explain two other barriers of the same category.</p>	4
28	<p>Differentiate between 'Production concept' and 'Marketing concept' of marketing management philosophies on the basis of</p> <p>(a) Meaning (b) Main focus</p> <p>(c) Ends (d) means</p>	4
29	<p>Caro', a car manufacturing company was manufacturing high cost, good quality luxury cars. For the last few years, the company was not earning good profits as the demand for the cars was very low. Chief Executive Officer of the company, Piyush had a meeting with the Production and Sales Managers to discuss how to increase the revenue of the company. They found that now-a-days instead of purchasing luxury cars people prefer to have such cars on rental basis. So, they decided to start 'Car rental service'. The Production Manager also Suggested that as these cars were sophisticated and each spare part was very costly and it would be better to provide these cars rental service along with trained drivers so that there would be less Wear and tear. Piyush agreed and a training unit was started. Two of the available cars were used for training the drivers. People were very happy as they were getting these cars on rental basis with trained drivers. The idea was a big hit and the Company was able to surpass its profit targets of the last 20 years.</p> <p>(a) Identify and explain the method of training given by Caro' to its drivers.</p> <p>(b) Also, state any two advantages the drivers will get after this training.</p>	4
30	<p>It is deciding in advance what to do and how to do. It is one of the basic managerial functions. Before doing something, the manager must formulate an idea of how to work on a particular task. Thus, it is closely connected with creativity and innovation. But the manager would first have to set objectives, only then will a manager know where he has to go. It seeks to bridge the gap between where we are and where we want to go. It is what managers do at all levels. It requires taking decisions since it involves making a choice from alternative courses of action.</p> <p>(a) Identify and explain the function of management being depicted by It in the given paragraph.</p>	4

	(b) Also, explain any three characteristics of the function identified in part (a) above.	
31	<p>A garment manufacturing unit is facing a problem of accumulation of obsolete stock due to frequent changes in the fashion industry. The Marketing Manager came up with an idea to clear off the excess stock lying with them. They offered 'Free dinner coupons worth ₹500 on purchase of ₹6,000 and above.'</p> <p>(a) Which element of the marketing mix helped the garment manufacturing unit to solve its problem? Explain it.</p> <p>(b) Name the tool used and one of its limitations.</p> <p>(c) Identify and explain the Marketing Management philosophy being followed by the company .</p>	6
32	<p>A reputed company had called for the Annual General Meeting of its shareholders. In the meeting, the Board of Directors laid before the shareholders the Financial Statements disclosing the fact that the profits of the company have increased by 5% in the current financial year and they have maintained a stable growth rate of 2-3% in earnings since the last six years. It was also brought to the notice of the investors that the Cash Flow Statement has shown an improvement in the Cash Flow position with major inflow from their operating activities. Their Stock is doing well in the Capital Market as is visible from the increase in its price over the past few years, so raising additional funds, if required, from the capital market will not be a problem at all. Since, the company has to redeem some debentures in the next accounting year, they have to transfer the required amount to Debenture Redemption Reserve. The Board also laid before the shareholders the proposal to set up a new production capacity in Madhya Pradesh as they intend to increase their scale of operations.</p> <p>Identify by quoting the lines, the factors which the Finance Manager needs to consider from this meeting while deciding the amount of profits to be distributed as dividend.</p>	6
33	<p>Inspired by the success of Chandrayaan-3, the Chief Scientist at 'Space Rover' a private research group, decided to send some innovative ideas regarding the mission to the Chief Scientist of Chandrayaan-3. The Chief Scientist at 'Space Rover' formed four groups for the same. As it was an intellectual activity of thinking rather than doing, these four groups started interacting with each other and friendships developed. On the basis of their interaction and friendship, some members from each group formed an 'Entertainment Through Reading' group which showed conformity in terms of their interest. The 'Entertainment Through Reading' group had no written rules, was unstable in form and scope and had no fixed lines of communication. The members of this group enhanced the morale of each other, enjoyed drinking coffee together, read books, served different issues of their work areas and provided support to each other. Ultimately this group developed some innovative ideas which were sent by 'Space Rover' to the Chief Scientist of Chandrayaan-3. Though this group was formed for recreation, it contributed towards fulfilment of organisational objectives.</p> <p>(a) identify and explain the type of organisation which emerged 'Entertainment Through Reading'.</p> <p>(b) State any two advantages and two disadvantages of the type of organisation identified in part (a) above</p>	6
34	<p>Leena has been appointed as the Operations Manager in a small trading company dealing in garments, with growing online sales. The company has recently rented space in a warehouse to store garments and mail out orders. In order to take over the responsibilities of order fulfillment, Leena promotes an associate, Kushagra to the post of Inventory and Order fulfillment Supervisor. Kushagra has been given the task to assess whether it is best to process orders as they come in or let them accumulate and then to process them in batches. He concludes that accumulating and then processing them in batches is the best way of fulfilling orders, in order to minimize cost and maximize customer satisfaction.</p> <p>Through several readings Leena finds that the standard time taken from the placement of order to the delivery of garments for a batch of 100 pieces is 72 hours. This helped her to determine the labour cost. On the basis of the understanding of concepts of scientific management, identify and explain the techniques used by Leena and Kushagra.</p>	6



O.S.D.A.V. Public School, Kaithal
Second Terminal Examination
December (2024-25)
Subject - Business Studies(Marking scheme set-B)
CLASS-XII
Mm-80. Time-3hrs

1	D	1
2	D	1
3	A	1
4	Grading and standardization	1
5	Financial Planning	1
6	C	1
7	Right to seek redressal	1
8	Interrelatedness	1
9	B	1
10	D	1
11	D	1
12	D	1
13	BIS	1
14	D	1
15	B	1
16	C	1
17	A	1
18	D	1
19	C	1
20	A	1
21	a) Helps in identifying opportunity and getting first mover advantage.	3

	b) Helps in identifying threats and early warning signals c) Helps in tapping useful resources d) It helps in planning and policy formulation e) It helps in improving performance. any three with explanation													
22	Planning and its limitations 1. Planning doesn't work in dynamic environment 2. It leads to rigidity 3. It doesn't give guarantee of success 4. It reduces creativity 5. It is time consuming Any two limitation	3												
23	A) Financing decision B) High operational cost with explanation	3												
24	Autocratic leadership style Its a dogmatics or authoritarian style of leadership style in which leader doesn't seek suggestions from his followers and takes the decisions at his own .He expects complete obedience from the subordinates. There is one way communication. This style is more suitable where subordinates are unskilled and less educated and leader have doubt on their competency.	3												
25	A) Controlling B) Analysis deviations and Taking corrective action with explanation	1+3												
26	A) Coordination B) Functional differentiation and Growth in size with explanation	1+3												
27	A) Faulty Translation and Technical Jargon with explanation B) Unclear assumption and words with different meaning with explanation	2+2												
28	<table border="1"> <thead> <tr> <th>Basis</th><th>Production concept</th><th>Marketing concept</th></tr> </thead> <tbody> <tr> <td>Meaning</td><td>Its a philosophy which emphasizes on quantity of production</td><td>Its a philosophy that believes on maximizing profits through customer satisfaction, and focuses on consumer research before production</td></tr> <tr> <td>Main focus</td><td>Quantity of production</td><td>Customer needs</td></tr> <tr> <td>Ends</td><td>Profit through volume of production</td><td>Profit through customer satisfaction</td></tr> </tbody> </table>	Basis	Production concept	Marketing concept	Meaning	Its a philosophy which emphasizes on quantity of production	Its a philosophy that believes on maximizing profits through customer satisfaction, and focuses on consumer research before production	Main focus	Quantity of production	Customer needs	Ends	Profit through volume of production	Profit through customer satisfaction	1+1+1+1
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29	A) Vestibule training with explanation B) Increase in efficiency Reduces risk of accidents	2+2			
30	A) Planning B) Planning is futuristic Planning is continuous Planning is pervasive Planning involves decision making Any three with explanation	1+3			
31	A) Promotion mix with explanation B) Sales promotion. Its limitation is that it spoils the image of the organisation and product as well C) Selling concept with explanation	2+2+2			
32	Factor affecting dividend decision 1. Stability of dividend 2. Stability of earning 3. Growth prospects 4. Legal constraints 5. Capital market assess 6. Stock market reaction With relevant lines and explanation.	1 mark for each correct point			
33	A) Informal organisation with explanation B) Any two limitation and advantages of informal organisation	1+2+3			
34	A) Time study along with meaning and objectives B) Method study along with meaning and objectives	3+3			