



O.S.D.A.V.Public School, Kaithal
Pre-board Exams(2024-25)
Subject - Business Studies(set A)
CLASS-XII

Time-3hrs.

MM-80

	<p>General Instructions:</p> <p>This question paper contains 34 question</p> <p>Marks are indicated against each question.</p> <p>Answers should be brief and to the point.</p> <p>Answers to the question carrying 3 marks may be from 50 to 75 words.</p> <p>Answers to the questions carrying 4 marks maybe about 150 words.</p> <p>Answers to the questions carrying 6 marks maybe about 200 words.</p> <p>Attempt all parts of the questions together.</p>	
1.	<p>TOTAL CLEAN, a leading Vacuum cleaner Company recently introduced a robotic vacuum cleaner that sweeps, mops and disinfects surfaces within no time. Due to this, there is a shift in demand from ordinary vacuum cleaners to robotic vacuum cleaners. The dimension of business environment discussed is :</p> <p>(a) Technological (b)Political (c) Economic. (d) Legal</p>	1
2.	<p>Name the process of working with and through others to effectively achieve organizational objectives by efficiently using limited resources in a changing environment.</p> <p>(a) Management (b) Planning. (C)Organising (d) Controlling</p>	1
3.	<p>Which characteristic of a business environment is highlighted when general business conditions differ from country to country, region to region and place to place.</p> <p>(a). Uncertainty (b). Complexity (c). Inter-relatedness (d). Relativity</p>	1
4.	<p>The objective of management which consistently creates economic value for various constituents of society is:</p> <p>(a). Organisational objective (b). Social objective</p> <p>(c). Personal objective (d). Both (b) and (c).</p>	1
5.	<p>Fayol stressed on scientific selection of employees and once they are selected they should be given a sense of assurance of safety of their jobs. It will make them more effective as they are not having a fear of losing their jobs. They can better concentrate on their work.</p> <p>Which principle of management is concerned with the above statement?</p> <p>(a). Order. (b). Initiative</p> <p>(c). Stability of personnel (d). Espirit De corps</p>	1
6.	<p>Which of the following is not a component of specific forces of the business environment?</p> <p>(a). Technological conditions (b). Customers</p> <p>(c). Employees (d). Investors</p>	1
7.	<p>Identify the process that provides the requisite amount, quality, timing and sequence of efforts, which ensures that planned objectives are achieved with a minimum of conflict.</p>	1

	(a). Management (c). Coordination	(b). Planning (d). Controlling	
8.	<p>Which type of organization structure has a likely disadvantage of pursuing departmental interests at the cost of organizational interests leading to creation of functional empires wherein importance of a particular function may be over- emphasized?</p> <p>(a) Formal organisational structure (b) Functional organisational structure (c) Divisional organisational structure (d) Informal organisational structure</p>		1
9.	<p>Having transferred 3,000 Kirana stores across eight cities to virtual super markets, the start-up Astro Bizz further decided in advance, to collaborate with 10,000- 15,000 store owners in top 30 cities of the country by the end of this year. The company has set its eye on digitizing over 1,00,000 Kirana Stores over next 18-24 months. Identify the step in the process of one of the functions of management discussed above.</p> <p>(a) Setting objectives (b) Evaluating alternative course (c) Selecting an alternative (d) Identifying alternative courses of actions</p>		1
10.	<p>In a manufacturing organization, an increase of 5% in labour cost may be more troublesome than a 15% increase in postal charges. It is a best example of which of the following option:-</p> <p>(a) Sample checking (b) Management by Exception (c) Critical Point Control (d) All of the above.</p>		1
11.	<p>For the following two statements choose the correct statement. Statement I: Staffing is the most sensitive function of management. Statement II: Staffing is the part of selection. Choose the correct option from the options given below:</p> <p>(a) Statement I is correct but statement II is wrong. (b) Statement I is wrong but statement II is correct. (c) Both the statements are correct. (d) Both the statements are incorrect.</p>		1
12.	<p>These decisions pertain to quantum of finance to be raised from various long-term sources. It helps in deciding the proportion of owner's funds and borrowed funds to be maintained by a firm in its capital structure. Which financial decision is discussed in the above statement?</p> <p>(a) Capital budgeting decision (b) Investment decision (c) Dividend decision (d) Financing decision</p>		1
13.	<p>Statement 1: Fayol's principles of general management propose the use of penalties and force to derive desired behavior from workers. Statement II: These principles are discipline and equity Choose the appropriate option:</p> <p>(a) Statement 1 is correct and Statement 2 is incorrect. (b) Statement 2 is correct and Statement 1 incorrect. (c) Both the statements are correct.</p>		

	(d) Both the statements are incorrect									
14.	Financial blueprint of an organisation's future operations is concerned with which concept: (a). Financial management (b). Financial planning (c). Planning as one of the functions of management (d). Financial leverage	1								
15.	A financial market is a market for the-----of financial assets. (a). Creation (b). Exchange (c). Creatio and exchange (d). None of these.	1								
16.	Maintenance services, after sales services and handling customer complaints are very effective in bringing repeat sales from customers and developing brand loyalty for a product by maximizing customer satisfaction. The function of marketing discussed above is (a)Pricing of product (b). Warehousing (c). Customer support services. (d). Branding	1								
17.	Toothpastes come in tubes which are thrown by the consumers after the toothpastes are utilized. Tube of toothpastes represents which level of packaging? (a). Primary package. (b). Secondary packaging (c). Transportation packaging (d). Speciality packaging	1								
18.	The element of marketing mix through which the goods and services are made available at right place, at right time and to right people without change, is known as: (a). Promotion (b). Warehousing (c). Transportation (d). Physical distribution	1								
19.	Match the concept of marketing in column I with their respective key terms in column II: <table><tr><td>Column I</td><td>Column II</td></tr><tr><td>A.Marketing concept</td><td>(i). Profit through sales volume</td></tr><tr><td>B. Selling concept</td><td>(ii) profit through customer satisfaction</td></tr><tr><td>C. Product concept</td><td>(iii) profit through product quality</td></tr></table>	Column I	Column II	A.Marketing concept	(i). Profit through sales volume	B. Selling concept	(ii) profit through customer satisfaction	C. Product concept	(iii) profit through product quality	1
Column I	Column II									
A.Marketing concept	(i). Profit through sales volume									
B. Selling concept	(ii) profit through customer satisfaction									
C. Product concept	(iii) profit through product quality									
20.	Manav always went to a specific shop to buy all consumable and non-consumable goods. In this shop a variety of products of different brands were displayed nicely and the salesperson available also gave a good sales presentation if required. But this shop was quite far off from his residence. His friend Aditya always wondered why Manav wasted so much time in going to that shop whereas there were many big brand shops situated near his residence having consumable and non-consumable goods. Aditya asked Manav the reason for going to that particular shop. Manav said that he was exercising one	1								

	<p>gap between where we are and where we want to go and is performed at all levels of management. In spite of this the function of management referred above has a number of limitations. Identify the function and Explain any five importance of it.</p> <p style="text-align: center;">OR</p> <p>It is one of the functions of management which seeks to bridge the gap between where we are and where we want to go. It is closely connected with creativity and innovation. Identify and define the function of management discussed in the above statement and also explain in brief the first four steps involved in its process.</p>	
32.	<p>Radha is working as a Chief Executive Officer (CEO) in Alpha Ltd.' Vipul is working as a Production Manager in the same organization though he does not possess any specific degree for this post. Pratap is also working in this organisation and constantly interacts with the workers and explains to them the plans drawn by middle level management and spends a lot of time correcting the work of Divesh, who is a new worker, and motivating him.</p> <p>(i) Identify the level of management at which Radha is working.</p> <p>(ii) Identify the level of management at which Vipul is working.</p> <p>(iii) In spite of not possessing any specific degree, Vipul is working as a Production Manager in 'Alpa Ltd.' This reflects that management does not strictly meet one of the following criteria of a profession. Identify the criterion/feature.</p> <p>(iv) At which level of management is Pratap working?</p> <p>(v) As a Production Manager, state any one function that Vipul would perform.</p> <p>(vi). State any one function that Pratap would have to perform in addition to those mentioned in the above case.</p>	6
33.	Explain in brief the organizing process.	6
34.	<p>Explain in brief any six functions of marketing management.</p> <p style="text-align: center;">OR</p> <p>What do you mean by price as an element of marketing mix? Explain in brief any five factors determining pricing.</p>	6



OSDAV PUBLIC SCHOOL,KAITHAL

CLASS XII(BUSINESS STUDIES)

MARKING SCHEME-SET A

(Pre -Board 2024-25)

1	a	1
2	a	1
3	d	1
4	b	1
5	c	1
6	a	1
7	C	1
8	B	1
9	A	1
10	C	1
11	A	1
12	D	1
13	C	1
14	B	1
15	C creation and exchange	1
16	C	1
17	A	1
18	D	1
19	A-II,B-I,C-III	1
20	C	1
21	<ul style="list-style-type: none"> i) management is goal oriented 	3 marks

	<ul style="list-style-type: none"> • ii) Management is all pervasive • iii) Management is continuous <p>Any other features of management with explanation</p> <p>Or</p> <p>i) Coordination is responsibility of all managers ii) Coordination integrates group efforts iii) Coordination ensures unity of action</p> <p>Any other features of coordination with explanation</p>	<p>Or</p> <p>½ mark for heading and ½ mark for correct explanation</p>
22	<p>Democratic leadership</p> <p>(i) High Morale (ii) Creations of More Efficiency and Productivity (iii) Availability of Sufficient Time for Constructive Work</p> <p>or any other correct merits.</p>	3 marks
23	<p>The type of communication mentioned in the given para is Informal communication. Communication which does not follow a formal line set is informal communication.</p> <p>It is also known as ‘Grapevine communication ‘</p> <p>Limitations:-</p> <p>i) Informal communication can lead to rumours ii) Difficult to detect the source of informal communication</p> <p>or any other limitation.</p>	<p>3 marks</p> <p>1+2</p>
24	<p>Wealth maximisation and its explanation</p> <p>Or</p> <p>I) ROI II) ICR III) DSCR</p> <p>Any three factors affecting capital structure.</p>	½ mark for each point and ½ mark for each correct explanation
25	<p>Organizational barriers:- (Any four)</p> <p>i) Organizational policy ii) Status iii) Rules and regulations:-</p>	1 mark for correct identification

	iv)Complexity in organization structure:- v) Organizational facilities Or i) Changes negative attitude in to positive ii) improve efficiency iii) helps to introduce changes smoothly iv) create supportive work environment v) reduces absenteeism and labour turnover	
26	i)Preliminary screening ii)Selection test iii)Employment interview iv)Reference and background checks	½ mark for each point and ½ mark for each correct explanation
27	1.Status 2.Job enrichment 3.Employee participation 4.Career advancement opportunity	1mark for each correct identification
28	Factors affecting working capital:- (Any four) Nature of business:- Scale of operations:- Business cycle:- Seasonal factors:- Production cycle:- Credit allowed:- Credit availed:- Operating efficiency:-	1 mark for each correct heading and explanation
29	Functions of stock exchange:- <ul style="list-style-type: none"> ● Providing liquidity and marketability to existing securities ● Pricing of securitie 	½ mark for each point and ½ mark for each correct

	<ul style="list-style-type: none"> • Safety of transaction • Contributes to economic growth • Spreading of equity cult • Providing scope for speculation any four function Or Regulatory functions of stock exchange:- (Any four) <ul style="list-style-type: none"> • Registration of brokers and sub-brokers and other players in the market. • Registration of collective investment schemes and Mutual funds. • Regulation of stock brokers, portfolio exchange, underwriters and merchant bankers and the business in stock exchange and any other securities market. • Regulation of takeover bids by companies • Calling for information by undertaking inspection, conducting enquiries and audits of stock exchange and intermediaries. • Levying fee or other charges for carrying out the purposes of the Act. 	explanation
30	<ul style="list-style-type: none"> • Right to be informed • Right to safety • Right to assured • Right to heard • Right to seek redressal • Right to consumer education. Any four rights	1 mark for each Consumer Right and its explanation
31	Planning Importance of planning:- (Any five) Planning provides directions:- Planning reduces the risks of uncertainty:- Planning reduces the overlapping and wasteful activities:- Planning promotes innovative ideas:- Planning facilitates decision making:- Planning establishes standards for controlling:- Or Planning is deciding in advance what to do and how to do. First four steps involved in planning process:- (i). Setting objectives (ii). Developing premises:- (iii). Identifying alternative courses of	½ mark for each correct explanation Or 1 mark for correct definition and ½ mark for each point and ½ mark for each correct

	action (iv). Evaluating alternative courses	
32	I) top level II) middle level III) restricted entry Iv)supervisory level V) any one function of middle level Vi)any other function of lower level	1 mark for each correct answer.
33	<ul style="list-style-type: none"> ● Identification and division of work ● Departmentation ● Assigning duties ● Establishing reporting relationship Each step with correct heading and explanation	1and 1/2 mark for each correct step
34	Marketing planning:- Product designing and development:- Packaging and labeling:- Branding:- Customer support services:- Pricing of product:- Promotion:- Physical distribution:- Transportation:- Storage and warehousing:- Or Price may be defined as the amount of money paid by a buyer in consideration of the purchase of a product or a service. Factors affecting price determination:- <ul style="list-style-type: none"> ● Product cost ● The utility and demand ● Extent of competition in the market ● Pricing objective ● Marketing methods 	1 mark each for correct explanation



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MM:80

1.	As per the survey conducted by a group of researchers, people do not prefer BMW automobiles due to their features, shape or colour. These elements Change every year as per the trend and the demand. However, they value What the name and logo represent to them: elegance, exclusivity, Freedom or performance. Which utility offered by BMW is being referred to? (a) Functional benefit (b) Psychological benefits (c) Social benefits (d) Branding	1
2	Kriti joined an organization where she will be the part of strategic decision making issues specifically relating to the evaluation of potential mergers, acquisitions or partnerships. Which level of management is she working at? (a) Lower Level Management. (b) Middle Level Management (c) Top Level Management. (d) Supervisory Management	1
3	Which financial decision is also known as residual decision? a) Dividend Decision. (b) Capital Budgeting Decision c) Financing Decision. (d) Working Capital Decision	1
4	Match the Column I and Column II Column I. Column II A. Milk packets in crates. (i) Primary Packaging B. Shirt in cardboard box (ii) Secondary Packaging C. Ice-cream cup (iii) Transportation packaging (a) A- iii), B -(ii), C -(i) (b) A (ii), B- (i), C -(iii) (c) A- i), B- (iii), C- ii) (d) A -(iii), B -(i),C -(ii)	1
5.	Which of the following statements is not correct with respect to 'Organisation Structure'? (a) Ensures coordination among human and physical resources (b) Ensures smooth flow of communication (c) Specifies relationship between people, work and resources (d) Establishes standards for controlling	1
6	Coordination is a _____ and _____ function as it is required at all the levels of Management and is the result of the conscious effort of the managers. (a) continuous; pervasive (b) deliberate; continuous (c) pervasive; deliberate. (d) pervasive; continuous	1
7.	Which feature out of the following does not relate to Management as a Profession (a) Personalized application (b) Ethical code of conduct (c) Restricted entry (d) Professional association	1
8.	The step in the process of 'planning' which is concerned with putting the plan into action, i.e. doing what is required is called: (a) Implementing the plan (b) Follow-up action (c) Developing premises (d) Selecting an alternative	1

9	The Vice President Finance had called a meeting of the finance team to discuss the budget for the upcoming years. For the same, he had been working on a presentation to be shown which includes the financial data of the company for the past five years, graphical presentation of important financial ratios and some data of competitors collected from the secondary Sources. Which element of the Communication process is highlighted above? (a) Noise. (b) Media. (c) Decoding. (d) Encoding	1
10	The objective of _____ is to determine the number of workers to be employed; frame suitable incentive schemes and determine labour costs. (a) Motion study. (b) Time study (c) Fatigue study (d) Method study	1
11	Who can appeal in the Supreme court under consumer protection act 2019?	1
12	Identify the statement that is not the correct explanation of the Autocratic style of Leadership. (a) It assumes that reward or punishment both can be given depending upon the result. (b) This leader is dogmatic. (c) They exercise less control by using forces within the group. (d) Quick decision-making is facilitated.	1
13	For the following two statements choose the correct option: Statement I: Planning seeks to bridge the gap between where we are and where we want to go. Statement II: Planning provides some standards against which actual performance is measured. Choose the correct option from the options given below: (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
14	Identify the need of Maslow's Need Hierarchy Theory when a child is deprived of primary needs leaving him unhappy and uncomfortable. (a) Physiological needs (b) Safety needs (c) Belongingness needs (d) Esteem needs	1
15	The Trademarks Act, 1999 prevents the use of fraudulent marks on products and provides protection to the consumers against such products. No business concerns cannot copy or duplicate the registered trademarks of an existing company. Which dimension of Business Environment is referred to? (a) Economic dimension (b) Legal dimension (c) Social dimension (d) Political dimension	1
16	Which of the following is not a function of the stock exchange? (a) Pricing of securities (b) Safety of transaction (c) Holding securities in electronic form (d) Providing liquidity to existing securities	1
17	An automobile company is a leading manufacturing company in its segment. The company has decided to launch fully solar charged vehicles. This technology will cost the company 7, 20,000 crores annually. When the relationship manager of the company was asked about the reason for bearing so much extra cost he replied that the company considered environmental friendly techniques as the only solution to increasing pollution. The company feels by bearing extra cost it is fulfilling its responsibility. Which concept of marketing management is being followed? (a) Production concept. (b) Product concept (c) Selling concept (d) Societal concept	1
18	Considering their employees as the most important resource, the HR Department of ABC Pvt. Ltd. had	1

	displayed the following in their corridors: We believe in the power of togetherness. Together We can and We will. Let each one of us bring forward the best of ideas we have.' Which principles of Management are being reflected in the statement of ABC Pvt. Ltd? (a) Equity, Esprit De Corps (b) Esprit De Corps; Initiative (c) Equity; Initiative (d) Esprit De Corps; Scalar Chain	
19	Arrange the following steps in the process of organising in the correct sequence: i) Assignment of duties. (ii) Departmentalisation (iii) Identification and division of work (iv) Establishing reporting relationship Choose the correct option: (a) i), (ii), (iv), (iii) (b) (ii), (ii), (i), (iv) (c) (iii), (ii), (i), (iv) (d) (ii), (iii), (i), (iv)	1
20	The complaints filed in the State Commission are where the value of goods and services, along with the compensation claimed is: (a) More than 20 lakhs but less than 1 crore (b) More than 1 crore but less than 10 crore (c) Less than ₹20 lakhs (d) More than 10 lakhs but less than 20 1lakhs	1
21	COVID-19 pandemic brought about a drastic change in the health sector across the globe. To tackle the health hazard posed by COVID-19, washing of hands at frequent intervals and use of hand sanitizers was recommended. Due to sudden excessive demand, the retail stores and pharmacies already selling hand sanitizers, ran out of stock. To meet the excessive demand, many small entrepreneurs across the country started manufacturing hand sanitizers that would help not only to increase the availability of hand sanitizers but also ensure that people get them at affordable prices. Identify and discuss the Marketing Management philosophy highlighted above.	3
22	State any three regulatory Functions of Securities and Exchange Board of India (SEBI). Or Discuss any three Development functions' of Securities and Exchange Board of India (SEBI)	3
23	Life Insurance Corporation of India (LIC) deals in insurance investments. It offers various pension plans, annuities, group schemes, special plans and unit-linked plans. Being a service sector industry, the distribution of its products and policies is done mainly through the insurance agents. For any insurance policy, the policyholder has to pay a premium that is paid either annually, half-yearly, quarterly or in some cases monthly. The management decides the premium of every policy based upon different factors like age of policy holder, time period, etc. In order create awareness about its plans and to motivate people to take up the plans, LIC from time to time organizes exhibitions, sends its insurance agents to prospective clients and distribute bags, diaries, calendars, etc as gifts and incentives to the policyholders. By quoting relevant lines, state any three elements of Marketing Mix of LIC.	3
24	Define recruitment and state the steps in the recruitment process. Or Name the function of Management that initiates action in an organization. Discuss its importance.	3
25	Discuss the Need Hierarchy theory of motivation given by Abraham Maslow	4
26	By Clearly specifying the goals in advance, this function of management provides the direction to all the	4

	<p>activities and sets the base for all other functions.</p> <p>a) Identify the feature of one of the Functions of Management that is referred to in the above statement.</p> <p>(b) Also discuss three other features.</p> <p>Or</p> <p>A system of control presupposes the existence of certain standards which are laid down while performing one of the functions of Management. a) What does the above statement tell about the importance of one of the functions of Management that acts as a prerequisite for Controlling. (b) Also discuss three other points of importance.</p>	
27	<p>Mr. Deepak Kumar was the Managing Director of Trio Ltd., a textile firm. As on March 31, 2019 Trio Ltd. incurred a loss of 89.34 crores. Deepak Kumar was aware about the poor financial performance of the company. However, this information was made public only on April 30, 2019. But before that, Deepak Kumar leaked this price-sensitive information to his wife and relatives who sold off 75,000 shares, held by his wife and a company jointly owned by his wife and few relatives in order to avoid losses. Mr. Deepak Kumar, his wife, and the company jointly owned by his wife and her father-in-law were found guilty. A penalty of 7,400,000 was imposed on each of them and Mr Deepak Kumar was barred from the financial market for next three years.</p> <p>(a) Name the malpractice that Mr Deepak Kumar was indulged in.</p> <p>(b) Name the Organization that is authorised to act against such malpractices taking place in Financial Markets.</p> <p>(C) List any two objectives of the organization identified in part (b) above.</p>	4
28	<p>Briefly, explain the following functions of marketing:</p> <p>(a) Product designing and development</p> <p>(b) Standardisation and Grading</p> <p>(c) Marketing planning</p> <p>(d) Customer support services</p> <p>Or</p> <p>Pricing objectives are an important factor affecting the fixation of the price of a product or a service. Elaborate.</p>	4
29	<p>With the 'Work from Home' gaining popularity during the Covid-19, the companies required digital tools that could monitor employees in real time in order to track their productivity. A reputed company that wanted to use one such tool checked the market and found the applications such as StaffCop, Teramind, Hubstaff and TimeDoctor. All these include real-time activity tracking, can take screenshots of workers' computers at regular intervals, and record screens. After carefully analyzing the features of the different applications, they decided to opt for the Hubstaff app as it suited their needs the best.</p> <p>(a) Identify the dimension of the business environment that is being referred to in the above case.</p> <p>(b) By quoting the relevant line, identify one point of importance of the business environment for the company.</p> <p>(c) Discuss any two features of Business Environment</p>	4
30	<p>Identify and explain the following:</p> <p>(i) It is a process which ensures that the organization attracts potential employees with the necessary characteristics or qualifications, in adequate numbers for the jobs available.</p> <p>(ii) It is a process which ensures that the organization gets the best among the available candidates and enhances the self-esteem and prestige of those selected and conveys to them the seriousness with which things are done in the organization.</p>	4
31	<p>Rohit, who has graduated from a Management School, decided to start his career by a startup named 'Coffee Out', a café that will cater to the needs of the young college going students. It will provide them a place to hang out with their friends. While the idea looks cool to him, he also knows that he needs to put in the extra effort to give it a concrete shape. 'Coffee Out' being a self-service outlet needed less labour and more equipment. As a start-up organization, 'Coffee Out' will require a decent amount of equipment</p>	6

	<p>to begin its operations. These include Convection oven, Refrigeration unit, Blender, Food Processor, Espresso machine and Coffee Maker. Once purchased, these equipment will be used by him for years to come as they don't get obsolete quickly, hence, he needs to spend a considerable time in making their selection. To begin with, he would keep his level of activity low catering to the needs of the nearby areas only. To start his café, Rohit was lucky enough to obtain a shop on a lease of 10 years in a busy marketplace that also had a college in its vicinity.</p> <p>Identify and discuss the factors affecting the Fixed Capital requirement of 'Coffee Out', the café started by Rohit.</p>	
32	<p>Karan Construction Company got a project for the construction of building that will house multiple corporate offices. The project start with establishing a baseline plan that shows how the project scope will be accomplished on time and within the budget. After discussing the baseline plan with the client, the project started. A quarterly reporting period was decided, during which the data on actual completion of the project and any changes in the schedule or budget were to be notified to the client. This would not only ensure that the project is going on as planned but will also help to take the necessary steps in time, thereby, not leading to any delay in completion of the project.</p> <p>(a) Which function of Management is being performed in the case above? (b) Discuss its process.</p>	6
33	<p>According to the Principle of Order if there is a fixed place for everything and it is present there, then there will be no hindrance in the activities of business/factory. This will further lead to increased productivity and efficiency of the employees.</p> <p>(a) What does the above statement tell about the nature of the Principles of Management? (b) Also discuss three other features of the Principles of Management</p> <p style="text-align: center;">Or</p> <p>State the principle of Scientific Management given by F.W.Taylor, according to which each employee should be scientifically selected and then work assigned should suit her/his physical, mental and intellectual capabilities. Also discuss three other principles of Scientific Management.</p>	6
34	<p>This type of Organization structure is suitable when an organisation grows and needs to add more employees, create more departments and introduce new levels of management.</p> <p>(a) Name the organization structure that is referred to in the above lines. (b) Differentiate it from the other type of organization structure on any five bases.</p> <p style="text-align: center;">Or</p> <p>Discuss the importance of that function of Management which leads to the creation of an organizational structure.</p>	6



OSDAV PUBLIC SCHOOL,KAITHAL

CLASS XII(BUSINESS STUDIES)

MARKING SCHEME-SET B

(Pre -Board 2024-25)

1	B	1
2	C	1
3	A	1
4	A	1
5	D	1
6	C	1
7	A	1
8	A	1
9	D	1
10	B	1
11	All those cases that falls under the original jurisdiction of national commission and where value of goods and services are above 10 crore	1
12	C	1
13	C	1
14	A	1
15	B	1
16	C	1
17	D	1
18	B	1
19	C	1
20	B	1

21	<p>Production concept of Marketing</p> <p>Production concept: According to this concept availability and affordability of the product are considered to be the key to the success of a firm. As per this concept, profits can be maximised by producing on a large scale, thereby reducing the per unit cost of production. Also, the consumers prefer those products which were widely available at an affordable price. This concept is applied when the supply of the product is less than the demand. To fulfill the excessive demand, firms need to concentrate on increasing the production.</p>	<p>3 marks</p> <p>Or</p> <p>½ mark for heading and ½ mark for correct explanation</p>
22	<p>The regulatory functions of SEBI are: It registers brokers, sub-brokers and other players in the market. It registers the collective investment schemes and mutual funds. It regulates stock brokers, portfolio exchanges, underwriters, merchant bankers and business in stock market and other securities market. It regulates the takeover bids of companies.</p> <p>Or</p> <p>The three development functions of Securities and Exchange Board of India (SEBI) are: Giving training to intermediaries of securities market. Conducting research and publishing information of use for all market participants. Undertaking measures to develop capital market through a flexible approach.</p>	<p>3 marks</p>
23	<p>(a) Product Mix: It refers to the decisions related to the product, its features and policies related to branding, packaging and labelling. ‘Life Insurance Corporation of India (LIC) deals in insurance and investments. It offers various pension plans, annuities, group schemes, special plans and unit-linked plans.’</p> <p>b) Price Mix: It refers to deciding the price that is the sacrifice made by the buyer in monetary terms and the revenue generated by the seller of the products or services. It is based upon various factors. ‘For any Insurance policy, the policyholder has to pay a premium that is paid either annually, half-yearly, quarterly or in some cases monthly.’</p> <p>C) Place Mix: It refers to the distribution of product</p>	<p>3 marks</p> <p>1+2</p>

	<p>from the seller to the buyer. It includes decisions related to channels of distribution and physical distribution like transportation, etc.</p> <p>‘Being a service sector industry, the distribution of its products and policies is done mainly through the insurance agents.’</p> <p>D)Promotion Mix: It refers to creating awareness about the availability of the product and stimulating the prospective customers to buy the product. It includes advertisement, sales promotion, personal selling and public relation.</p> <p>‘In order create awareness about its plans and to motivate people to take up the plans, LIC from time to time organizes exhibitions, sends its insurance agents to prospective clients and distribute bags, diaries, calendars, etc as gifts and incentives to the policyholders.’</p> <p>(any three)</p>	
24	<p>Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in an organisation.</p> <p>Recruitment process includes the following stages:</p> <p>i) Identification of the different sources of labour supply: This can be external sources or internal sources.</p> <p>ii) Assessment of their validity: One source of recruitment may be valid for one organization but not the other. Also the reliability factor needs to be checked.</p> <p>iii) Choosing the most suitable source or sources: According to the requirement, the firm will decide to opt for one source or a combination of sources.</p> <p>iv)Inviting applications from the prospective candidates: At the end, the prospective candidates are stimulated to apply for the vacancies.</p> <p>Or</p> <p>Directing is the function of Management that initiates action in an organization importance of Directing:</p> <p>(a) Integrates employees efforts: Through motivation and effective leadership, the individual efforts of the employees are integrated in such a way that every individual effort contributes to the organisational performance</p> <p>b) Directing helps in initiating action: directing helps to initiate action by people in the organisation towards attainment of desired objectives.</p> <p>Any other point of importance with explanation.</p>	<p>½ mark for each point and ½ mark for each correct explanation</p>

25		1 mark for correct identification
26	<p>Planning is the primary function of management</p> <p>Other features of planning:</p> <p>Planning is pervasive</p> <p>Planning is continuous</p> <p>Planning is futuristic</p> <p>Planning is goal oriented</p> <p>Or</p> <p>Planning provides standard for controlling</p> <p>Other points of importance are</p> <p>Planning reduces uncertainty</p> <p>Planning reduces overlapping of activities and wasteful activities</p> <p>Planning promotes innovation</p> <p>Planning provides direction</p> <p>Any three points with explanation</p>	½ mark for each point and ½ mark for each correct explanation
27	<p>A) Insider Trading</p> <p>B) SEBI</p> <p>C) Any three objectives of SEBI</p>	1mark for each correct identification
28		1 mark for each correct heading and explanation
29	•	½ mark for each point and ½ mark for each correct explanation
30		1 mark for each Consumer Right and its explanation
31		<p>½ mark for each correct explanation</p> <p>Or</p> <p>1 mark for correct definition and ½ mark</p>

		for each point and $\frac{1}{2}$ mark for each correct
32		1 mark for each correct answer.
33		1 and $\frac{1}{2}$ mark for each correct step
34		1 mark each for correct explanation