केन्द्रीय विद्यालय संगठन तिनसुकिया संभाग

KENDRIYA VIDYALAYA SANGATHAN TINSUKIA REGION

पूर्व परिषदीय परीक्षा 2025-26 / PRE-BOARD EXAMINATION 2025-26

विषय/Subject :- व्यसायिक अध्ध्यन Business Studies विषय कोड (सीबीएसई)/Subject Code(CBSE):-054

कक्षा/ Class:- बारहवीं-XII

प्रश्न पत्र कोड /Q.P. Code:- QP12BST01PB25

निर्धारित समय/Time Allowed:- 3 घंटे अधिकतम अंक/Maximum Marks :-80

सामान्य निर्देश/ GENERAL INSTRUCTIONS:-

निम्नलिखित निर्देशों को ध्यानपूर्वक पढ़िए एवं उनका पालन कीजिये :

Read the following instructions carefully and follow them:

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 3 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.

Q.No.	Questions	Marks
1	Over the past five years there has been an exponential increase in the number of people practicing healthier lifestyles in India. Doctors and nutritionists are advising people to reduce the daily intake of soft drinks as they are aerated, which can lead to obesity and other health issues. In order to cope up with the setback in the demand from the consumers. "ENERGISE, a soft drink giant decided to introduce a tea brand named 'SFUR TEA' and a wellness drink named 'FORTY PLUS' for women. The company received a hearty response from the consumers. Identify the feature of Management reflected in the above paragraph. (a) Management is intangible (b) Management is a dynamic function (c) Management is a group activity (d) Management is multidimensional	**1**
2	In a garment factory, a tailor receives orders from both the production manager and the marketing manager. Which principle of management is violated? (a) Unity of command (b) Unity of direction (c) Discipline (d) Authority and responsibility	**1**
3	_____ is the process of converting encoded symbols of the sender. (a) Encoding (b) Decoding (c) Media (d) All of these	**1**
4	Assertion (A): Principles are guidelines to action. Reason (R) : Principles help managers to take decisions while performing functions of management.	**1**

	a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). 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 and Reason (R) is false d) Assertion (A) is false and Reason (R) is true	
5	ABC Vidyalaya (Sukma) is situated in remote area of Chhattisgarh. 12 out of 30 permanent teachers got transferred out in transfer drive 2023. Due to transfer of teachers it was very difficult to proceed with the teaching learning activities smoothly at Vidyalaya. Management of the school had to hire teachers on contractual basis. On the basis of walk in interview a few teachers were selected. On the first day of joining, they were welcomed to the organisation and were given details about the dress code, lunch timings, introduction to daily operations and fellow colleagues. They were also familiarised with the organisational policies and procedures, emergency exits, evacuation procedure, etc. Name the type of training which is provided by Management in his Vidyalaya. a) Apprenticeship training b) Vestibule training c) Induction training d) Internship training	**1**
6	Kishore Biyani led Future group ltd. Revived its retail sector giant BIG BAZAAR by investing huge funds there in 2018 just before covid lockdown 2019 expecting great sales in that sector. They took some loans as well for the same. In 2019 pandemic arrived and business of BIG BAZAAR destroyed that time because big malls were closed according to government orders. They suffered a loss of 7000 crores just in 3 months. Which feature of business environment highlighted in this case considering the time period of 2018 from the viewpoint of BIG BAZAAR. a) Relativity b) Uncertainty c) Dynamic d) Complexity	**1**
7	The process of classification of products into different groups, on the basis of some of the important characteristics such as quality, size, etc. is known as: a) Branding b) Standardisation c) Grading d) Marketing planning	**1**
8	Assertion (A) : Controlling aims to ensure that resources are used effectively and efficiently to achieve pre-determined goals. Reason (R): Controlling is both forward as well as backward looking function. a) Both Assertion(A) and Reason(R) are true and Reason(R) 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**
9	ABC Ltd. has debt equity ratio of 3:1 whereas XYZ Ltd. has debt equity ratio of 1: 1. Name the advantage ABC Ltd will have over XYZ Ltd, when the rate of interest is lower than the rate of return on investment of the company. a) Trading on equity b) Low risk c) Low cost of equity d) Greater flexibility	**1**
10	'Joining a job marks the beginning of socialisation of employees at the workplace. The employee should be given a post for which he has been selected.' Place the subsequent steps of staffing in a small organisation in the correct order: a) Training and development, promotion and career planning, performance appraisal, compensation b) Performance appraisal, training and development, promotion and career planning, compensation c) Training and development, performance appraisal, promotion and career planning, compensation d) Training and development, performance appraisal, compensation, promotion and career planning	**1**

11	Assertion (A). Capital market facilitates the process of economic development. Reason (R). Capital market directly helps in capital formation, which is vital for the economic development (a) Both Assertion (A) and Reason (R) are true. (b) Both Assertion (A) and Reason (R) are false. (c) Assertion (A) is true and Reason (R) is false. (d) Assertion (A) is false and Reason(R) is true.	**1**
12	Beenu had a bookstore in Patna called 'Book-mark'. For years, the bookstore was doing reasonably well but with the rise of digital books and online retailers, her sales had declined. Beenu's daughter, who had just completed her MBA with a specialization in marketing decided to launch a marketing campaign to revive the bookstore. The campaign's focus was on the joy of reading books in physical form, the joy of turning pages and the warm atmosphere of the bookstore. She organized story writing and other competitions every weekend. The information of these was given to the parents and children through television, radio, children's magazines, etc. Attractive prizes were offered to the winners. This increased the footfall of the children and their parents and the bookstore soon became popular. The tool of communication used by Beenu's daughter to revive the bookstore was: a) Advertising b) Personal selling c) Public relations d) Sales Promotion	**1**
13	A manager applies the acquired knowledge in a personalised and skillful manner in the light of the realities of a given situation'. The given statement indicates that management is: (a) A Science (b) An Art (c) A Profession (d) A Commerce	**1**
14	ASSERTION (A): Sales forecasting is the basis on which a business firm prepares its annual plan for production and sales. REASON (R) : Planning is a primary function of management. a) Both (A) and (R) are true, and (R) is the correct explanation of (A). b) Both (A) and (R) are true, and (R) is not the correct explanation of (A). c) (A) is true, but (R) is false. d) (A) is false, but (R) is true.	**1**
15	Mridula received an Appreciation Certificate from her school management for exceptionally good board result of her students in her subject. Identify the need of Mridula being fulfilled as per Maslow's Need Hierarchy Theory: (a) Esteem Needs (b) Belonging Needs (c) Self Actualisation Needs (d) Basic Physiological Needs	**1**
16	On joining Ballia Public School as a Sports teacher, Shivansh realised that he did not have any freedom to introduce any changes in the sports activities being carried out in the school. Identify the incentive which was being ignored by the school. (a) Organisational climate (b) Job security	**1**

	(c) Career advancement opportunities (d) Employee recognition program	
17	Vikrant joins his father's business of Organic masalas near Kotgarh in Himachal after completing his MBA. In order to capture a major share of the market, he by using the latest packaging technology decided to sell the products in attractive packages. His father suggested to hire financial consultants to estimate the amount of funds that would be required for the purpose and timings when it would be required. The concept being discussed by Vikran's father, links which financial decision with the investment decision? a) Dividend decision b) Financial planning c) Capital structure decision d) Financing decision	**1**
18	Meena's friend Teena works as a chartered Accountant in solutions Ltd. Teena in a meeting with the board of directors of the company came to know that the firm would soon be declaring a bonus issue which would result in increase in the price of shares. Considering this, Teena advised Meena to purchase the shares of solutions Ltd. who acted on her advice and bought the shares before time. Which function of SEBI Can control such malpractices? a. Protective functions b. Regulatory functions c. Development Functions d. All the Above	**1**
19	A higher financial leverage ratio indicates that _____. a) The dependency of the firm on the debt is more b) The dependency of the firm on the debt is less c) The proportion of equity in the total capital is high d) None of the above.	1
20	Avik is the finance manager of Mars Ltd. In the current year, the company earned high profits. However, Avik thinks that it is better to declare a smaller dividend as he is unsure about the earning potential of the company in the coming years. Avik's choice of dividend decision is based on which of the factor affects it? a) Amount of earnings b) Stability in earnings c) Stability of dividends d) Growth opportunities.	**1**
21	State any three points of significance of decentralization. **OR** State any three limitations of formal organization.	**3**
22	Anabel Creations, an apparel designing company has a huge pile of young men's and women's garments to be sold across its branches in various cities. In order to clear the stock, the company has decided to give a heavy discount on its garments, with a view to lure the buyers. It is also visiting various colleges for sponsoring fashion shows in order to push its sales. However, the garments are not liked by the customers as they have not been made as per their needs and preferences. a) Identify and state the Marketing Management philosophy being followed by Anabel Creations. b) Name and state any two other philosophies of Marketing apart from the one identified in part (a).	**3**
23	'Financial Markets are classified on the basis of the maturity of financial instruments traded in them.' a.) Name the market in which the instruments with more than one-year maturity are traded. b.) Also state any three features of this market. **OR**	**3**

	Nayar is working as a PGT Commerce in a CBSE affiliated school of Kerala. One day, he was teaching about capital Market in the class. He informed the class that during 1980 the capital Market in India witnessed a tremendous growth because of increasing participation of the public. These ever-increasing investor's population interest in capital market, led to the variety of malpractices on the part of the companies, brokers, merchant brokers, investment consultants and others involved in the securities Market. These malpractices and unfair trading practices eroded investors' confidence and multiplied Investors grievance. The Government of India and the stock exchanges were helpless in redressing the investor's problems because of lack of proper provisions in the existing legislation. In view of this, government of India decided to set up a regulatory body. a) Name of regulatory body which the Government of India decided to set up. b) Also state any two objectives of the regulatory body identified in part (a) above.	
24	A floor manager of a mall is a very good manager as he utilises all the functions of management to minimise cost of maintenance of his area. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to the increase in their salaries. Identify the importance of management highlighted above	**3**
25	Arushi successfully runs a bookstore 'Children's Delight' catering to children of the age group of 5 – 15 years. They have the complete range of children's books like activity books, coloring books, fiction and much more. The books are of good quality and are highly appreciated by schools, parents and children. They have 16 stores all over India, where children can not only purchase the books, but can also come and read, and participate in quiz competitions and experience the joy of reading. They have their own well-managed inventory management, storage, and warehousing to deliver books to locations all over India. The bookstore regularly communicates the availability, features, merits, etc. of the books to target customers and persuades them to buy the books. Quoting lines in the situation, identify and explain the two elements of marketing mix in addition to 'Product' highlighted in the above case. **OR** What is meant by Packaging? Explain any three functions of packaging?	**4**
26	Identify the type of plans discussed in the following cases: a) Mr. S.K. Kumar, financial manager of the company has prepared the annual statement of proposed advertisement expenditure to be prepared in Annual General Meeting for financial year 2015-16. b) Hindustan Unilever Ltd. started a promotional offer of one KG of Rin detergent free on purchase of Five KG of Rin detergent to increase the sale. c) "We do not supply to our clients on credit". d) The sales manager of XYZ Ltd. gave its sales executives, the directive that they would sell the goods on credit of two months but told them to strictly inform the customer that I they will not make the payment within two months they will have to pay an interest of 12% per annum on amount due. **OR** Ravi is working as the production manager of High-tech Pvt Ltd. In his working he lays a lot of emphasis on good planning. While planning he uses foresight, intelligence and creativity. This leads to high success rate for the projects that are under Ravi's control. Before finalising any plan, he makes alternative plans, evaluates them and then selects the best. In the process of planning he involves other managers too. However, he knows it is not necessary that his all plans will always be successful. He is also aware that sometimes the plans that he makes consume a lot of time and money and need to be changed keeping in mind changed environmental conditions. On the basis of the given information about High-tech Pvt Ltd, answer the following questions: a) Which features of planning have been highlighted in the above case? Explain.	**4**

	b) Identify and explain the limitations of planning that have been highlighted in the above case.	
27	Alpha ltd. Manufactures fashionable and designer clothes. Recently it finds that the demand for its products has been declining. After market research it was discovered that fashion and tastes of the consumers is changing at a fast pace. Customers‟ demand is increasing. New competitors have entered the market with new designs. It is very difficult for the company to predict future happenings. Also, it is difficult to know the extent of the relative impact of the social, economic, political, technological or legal factors on decrease in demand of its products in the market. A meeting was held in which managers from different functional levels heading Production, Marketing, Finance, etc., for example, Chief Operating Officer, Chief Finance Officer, Vice President (Marketing) were present to discuss how to deal with the situation. After a long discussion, it was decided that they would study and analyze the market first to identify customer tastes and fashion and then manufacture garments accordingly. It was also decided to increase expenditure on advertising, after-sales services, etc. Identify any four features of business environment by quoting the lines from the above case.	**4**
28	Priya is a regional manager of XYZ Ltd. She is a hardworking employee and trying to reduce wastage of resources in her company. She has set standards for performance of different activities and is ensuring that targets are met according to these standards with minimal wastage of resources. She has set up CCTV cameras which helps to keep a close check on the activities of the subordinates and know how the employees are performing. She also rewards the employees with a bonus when these standards are met. She is trying her best to ensure a good performance of her team this year through the application of an important function of management. Explain any four benefits of the function of management highlighted above.	**4**
29	Anuj Gupta and Mangala Sharma are both qualified dentist and good friends. After obtaining a certificate of practice, they decided to pursue a career of their own choice. Anuj Gupta starts a dental care centre in the city whereas Mangala Sharma joins a government hospital. They meet after a long time in a party. Anuj Gupta invites Mangala Sharma to visit his dental care centre and she accepts his invitation. She observes at his clinic that there is fixed place for everything and everyone and tools and equipments are lying in an organised manner. Also, Anuj Gupta always tend to replace 'I' with 'We' while having a conversation with the staff members. Later on Anuj Gupta also shares with her that he always deals with lazy staff sternly to send the message that everyone is equal in his eyes. Identify and explain the two principles of management which Anuj Gupta is applying for successful management of his dental care centre.	**4**
30	In order to streamline the selection procedure, so as to minimize the margin of errors, certain tests are carried out that attempt to measure the characteristics of individuals. Explain any four such tests.	**4**
31	Kundli Matchmakers Pvt. Ltd. is a leading online matrimonial service provider in India. It offers personalized matchmaking services through its advanced digital platform and has 100 offices across major Indian cities. The company has built a strong reputation for reliability and customer satisfaction. Now, aiming to expand its services globally, the company is planning to open offices in London, New York, and Sydney to cater to customers abroad. To raise the required funds for this expansion, the management is considering a balanced mix of equity and debt capital to optimize its financial structure. The company's financial team is carefully evaluating the pros and cons of various sources of funds to arrive at an efficient and sustainable capital structure. 1. Explain the term "Capital Structure". 2. Write and explain any four factors that can affect the choice of Capital Structure.	**6**
32	Rajat is very clear about taking up a government job as it gives stability about the future income and it will help him to work with greater zeal and it will provide him pension when he retires from the service. Raman wanted to work in a company which has appropriate skill development programs for its employees and helps the employees to grow up to higher levels in the organisation. The company	**6**

	should also provide facilities like housing, medical etc. Ansh wanted to work in an organisation which has culture of individual autonomy and is considerate to employees and provide employees with opportunity for personal growth and meaningful work experience. Identify and Explain the various types of financial and non-financial incentives discussed by the three friends and also identify which need has been satisfied by offering such needs.	
33	Roasted coffee corporation is a coffeehouse chain operating in states in India. Through its effective organizational structure, it has grown despite pressure from competitors in the national market. The company has a purchase and production department, Supply chain management and logistics department, Brand management department and Sales department. This structure has facilitated operational efficiency, as employees became specialists within their own realm of expertise. They could be imported with specialised training as the focus was on limited range of skills. Identify the organisational structure of Roasted Coffee Corporation. Also state the three advantages of this structure other than those discussed in the above paragraph	**6**
34.	Under the consumer protection Act, every consumer has a right to be protected against goods and services which are hazardous to life health. Electro ltd. Manufactures and sells substandard electrical appliances. As these appliances did not conform to safety norms and a mark assuring quality specification was missing on it. Cases were noticed where these substandard appliances had caused serious injury to many consumers. (a) Which consumer right has been highlighted in the above case? Explain it. (b) Name the mark which the consumer should see before buying any electrical appliances to ensure safety and why? (c) Name and explain the consumer right where a consumer has a right to have complete information about that product he intends to buy **OR** Indian Youth Club (IYC) organised a visit of its members to an old age home to inculcate the habit of social work among them. The visit revealed that the living conditions of the inmates of the old age home were not hygienic. So, the IYC members decided to clean the premises. During their cleanliness drive, they realised that the old age home also required pest control. But some of the inmates of old age home were reluctant for it because they believed that the pest control may create health problems for them. IYC, therefore decided to provide ethical, safe and odorless pest control. They showed to the inmates of old age home a pamphlet of the proposed pest control product which promised easy, inexpensive and long lasting pest control. The inmates happily agreed and the pest control was carried out. It worked for a fortnight but to their dismay the effect started wearing off. IYC contacted the pest control company which kept on postponing their visit. After waiting for a month, IYC filed a case in the consumer court. The consumer court was satisfied about the genuine. State and explain any six directions that might have been issued by the court	**6**