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:- QP12BST02PB25

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.

<table>
<tr><th>Q. No.</th><th>QUESTIONS</th><th>Marks</th></tr>
<tr><td>1.</td><td>The project managers in an organisation set targets for the upcoming months and outline strategies to achieve them. At the same time, they assign specific roles and responsibilities to their team members. They motivate them to meet the deadline, by celebrating their achievements and taking their feedback. Thus, various functions are simultaneously performed by all managers all the time. Name the characteristic of Management discussed above.
a. Management is a dynamic function
b. Management is a continuous process
c. Management is an intangible force
d. Management is goal oriented</td><td>1</td></tr>
<tr><td>2.</td><td>From the set of statements given in column one and column two
choose the correct pair of statements:
<table><tr><th>Column I</th><th>Column II</th></tr><tr><td>A. Order
B. Stability of Personnel

C. Harmony not discord</td><td>i. Employee turnover should be minimized to maintain organizational efficiency.
ii. Management should promote a team spirit of unity and harmony among employees.
iii. There should be a place for everything and everyone.</td></tr></table>a. A-iii, B-i, C-ii
b. A-i, B-ii, C-iii
c. A-ii, B-iii, C-i
d. A-i, B-iiii, C-ii</td><td>1</td></tr>
<tr><td>3.</td><td>Out of the following which is not an example of Noise?
a. Crossing of a vehicle
b. Telephone lines going dead in between conversation
c. Group of people talking nearby.</td><td>1</td></tr>
</table>

	d. More number of organizational levels.	
4.	Read the following statements carefully: Statement- I Values are basic truths or guidelines for behaviour which are formed after research in work situations. Statement- II While practicing Principles of Management, values cannot be neglected as business organizations have to fulfil social and ethical responsibility towards society. In the light of given statements, choose the correct alternative from the following: a. Both the statements are true. b. Both the statements are false. c. Statement I is true, Statement II is false. d. Statement II is true, Statement I is false	1
5.	Vishnu is working as the Human Resource Manager of EDT Limited at an annual salary of ₹ 8 lakh per annum and is also offered shares of the company at a set price which is lower than the market price. Identify the incentive used by the company: a. Pay and Allowances b. Co-partnership c. Perks d. Profit sharing	1
6.	Match the statements given in column I with the characteristic of business environment given in column II **COLUMN I** / **COLUMN II** (a) Increased demand of Khakhra and Thepla in the region of Gujarat as compared to Delhi region — i. Uncertainty (b) Digital academic certificates are issued to students accessible in a secured manner to eliminate undesirable practices like corruption and manipulation of records under Digital India Initiative. Such technological improvements are happening at a very fast pace. — ii. Dynamic (c) Fashion market is facing both opportunities and challenges. Therefore it is difficult to predict the future of the fashion market. — Iii. Relativity (d) A new government will result in changing government rules, fiscal policies, market conditions etc — Iv. Interrelatedness Choose the correct option from the following: a. (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv) b. (a)-(ii), (b)-(i), (c)-(iii), (d)-(iv) c. (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii) d. (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)	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. Standardization c. Grading	1

	d. Marketing planning	
8.	Some employees have been assigned the job of measuring the output in an objective and reliable way. They are applying different techniques for achieving this aim. Some of these are personal-observation, sample-checking etc. They are also keeping the units of measurement same as that of the units in the standards. Name the step of 'Controlling process applicable in the above paragraph. a. Analyzing deviations b. Comparing actual performance with standards. c. Establishing standards. d. Measurement of actual performance	1
9.	Shiwa kumar runs a legal consultancy firm in Chhattisgarh. Whenever the firm hires new employees, on the first day of joining, they are welcomed to the organisation and are given details about the dress code, lunch timings, introduction to daily operations and fellow colleagues. They are also familiarised with the organisational policies and procedures, emergency exits, evacuation procedure, etc. Name the type of training which is provided by Shiwakumar in his firm. a. Apprenticeship training b. Vestibule training c. Induction training d. Internship training	1
10.	Read the following statements: Assertion (A) and Reason (R). Choose the correct alternative from those given below: ASSERTION(A): Maslow's need hierarchy theory of motivation is widely recognised and appreciated yet criticised. REASON(R): Even though Maslow's theory focuses on needs as a basis of motivation and helps to develop understanding about the motivation phenomenon, his propositions are questioned on their classification and hierarchy. Alternatives : a. Both Assertion (A) and Reason (R) are true. b. Both Assertion (A) and Reason (R) are false. c. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of the Assertion. d. Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of the Assertion.	1
11.	Read the following statements carefully: Statement I: Secondary Market directly promotes capital formation. Statement lI: Capital market deals in medium and long term securities such as equity shares and debentures. In the light of given statements, choose the correct alternative from the following: a. Both the statements are true. b. Both the statements are false. c. Statement I is true, Statement II is false. d. Statement II is true, Statement I is false.	1
12.	Choose the incorrect statement about pricing objectives as a factor affecting the price of a product. a. If a firm's objective is to maximize profits in the short run, it should charge maximum price for its products. b. If a firm's objective is to capture market share, it should keep low price of its product. c. If a firm wants to attain product quality leadership, it should charge lower prices. d. If a firm is facing problems in survival due to stiff competition, it may offer discount on its products.	1
13.	Read the following statements: Assertion (A) and Reason(R). Choose the correct alternative from those given below:	1

	ASSERTION (A): Management is concerned with efficient use of resources. REASONING (R): For management both efficiency and effectiveness need to be balanced. Alternatives: 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 but Reason (R) is False d. Assertion (A) is False but Reason (R) is True	
14.	Ms. Gunjan Sharma, the General Manager of Jojo Textiles scans the business environment and adapts the organization to the changes taking place in different dimensions of the business environment. However, it is still difficult for her to accurately assess the future trends. Identify the limitation of planning related to the above. a. Planning leads to rigidity. b. Planning may not work in a dynamic environment. c. Planning does not guarantee success. d. Planning reduces creativity.	1
15.	Name the step in the staffing process which enables the organizations to offer opportunities for career advancement to their employees by facilitating learning, thereby helping the organizations to not only attract but also retain its talented people in the organization. a. Placement and Orientation b. Recruitment c. Training and Development d. Performance Appraisal	1
16.	Read the following statements carefully: Statement I- The objective of financial management is to maximize the wealth of directors of the company. Statement II- The financing decision of the company is unaffected by the extent of retained earnings. In the light of given statements , choose the correct alternative from the following: a. Both the statements are true. b. Both the statements are false. c. Statement I is true, Statement II is false. d. Statement II is true, Statement I is false.	
17.	What are the factors that affect financing decisions? (a) Cash flow position of the company (b) Stability of earnings (c) Degree of financial risk (d) Contractual constraints (e) State of capital market (f) Level of competition Choose the correct alternative from the following: a. (b), (c) and (f) b. (d), (e) and (f) c. (a), (c) and (d) d. (a), (c) and (e)	1
18.	The allocative function of Financial market helps in _____ a. Bringing transparency in trading procedure b. Earning higher rate of return to household sector c. Better functioning of depository d. Determining the prices of securities	1
19.	The Board of directors of Medex Pharma Ltd. decided to issue debentures worth ₹40 lakhs in order to finance a major Research and Development project. This would increase the Debt Equity ratio from 1:1 to 2:1. However, at the same time it would increase the Earnings per share. The reason that will justify the above situation is:	1

	a. Unfavourable financial leverage, as the financial risk will be higher. b. Unfavourable financial leverage, as return on investment is lower than the cost of debt. c. Favourable financial leverage as debt is easily available d. Favourable financial leverage, as return on investment is higher than cost of debt	
20.	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 decisions.	1
21.	"Authority can be delegated but accountability cannot." Do you agree? Justify with example. **OR** Identify the type of organization structure in the following cases: 1. Apexa Glue is a manufacturing company based upon functions and has important departments like HR, Marketing, Finance, etc. 2. Ravi runs a company in Hyderabad. The company is known for its product specialization and has a lot of reputation in the market. 3. Nitin is an owner of a reputed manufacturing company. However in his firm it is difficult to fix responsibility on a particular department. 4. Archana is a dynamic CEO. In her organization she allows for autonomy and opportunity to perform multiple functions. This had led to managerial development in her employees. 5. Rajiv Bulbs is a city based flourishing company. Recently it has won award for being the most economical company as the functions are not duplicated in it. 6. Synchronization of efforts is easy in Sigma Tube lights Ltd. As all the related functions related to a particular product are integrated within one department.	3
22.	Amodita was a student of Business Studies of Class XII. Her father was a farmer who grew different varieties of rice and was well-versed in the various aspects of rice cultivation. He was also selected by the government for a pilot-project on rice cultivation. As a project work in Business Studies, she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use the Internet to gather customers' views and opinions. She found that there was a huge demand for packaged organic rice. She knew that there were no predetermined specifications in case of rice because of which it was difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into three different varieties, namely — Popular, Classic and Supreme, based on the quality. She felt that these names would help her in product differentiation. Explain the three functions of marketing with reference to the above paragraph	3
23.	State any three objectives of the Securities Exchange Board of India. **OR** State any three functions performed by the stock exchange.	3
24.	Captcha Ltd. is a construction company in which all the employees learn various ways of dealing with diverse situations from their seniors. Company provides financial as well as non-financial incentives. This helps the employees to grow and develop their abilities. The organization behaves as a responsible constituent of society and always creates good quality products. It has a positive image in the market. The training modules are excellent and the employees always try to find unique ways of providing solutions in the context of rapidly changing business environment. This has helped the organization to adjust smoothly. Identify and state three points of importance of management being highlighted here.	3
25.	Give any four points of difference between advertising and personal selling. **OR** Explain the following Philosophies of Marketing: a. Production Concept b. Societal Marketing Concept	4

26.	When Chandrashekhar Shukla returned to India after completing a Certificate course in Food Quality Assurance and Quality Control from the Netherlands, he was convinced that he would fulfil his grandfather's dream of converting their 58 acre land into a fertile farm. He started by setting out specific goals and laid down related activities to be performed to achieve the goals. Soon he launched his own company 'Food and Agribusiness Solutions Private Limited'. He sought to ensure that the future events effectively meet the best interest of the company. He prepared an annual statement for production and sales, based on sales forecasting. He noticed that the farmers grew only paddy due to which land remained idle for the subsequent 8 to 9 months of the year. He identified and assessed various alternatives through which farms could be utilized for the remaining months of the year. Through his accurate vision, judgement and systematic thinking based on analysis of the facts, he presented a scheme to the farmers where both paddy and vegetables could be grown. Identify and explain the features of one of the functions of Management highlighted above. **OR** Two years ago, Madhu completed her degree in food technology. She worked for some time in a company that manufactured chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food processing unit for the same. She set the objectives and the targets and formulated an action plan to achieve the same. One of her objectives was to earn 10% profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices, etc. will be purchased on three months credit from farmers cultivating only organic crops. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as the Production Manager who decided the exact manner in which the production activities were to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year. Madhu informed Mohan about her area wise sales target for different products for the forthcoming quarter. While working on the production table, a penalty of Rs.100 per day for not wearing caps, gloves and apron was announced. Quoting lines from the above paragraph, identify and explain the different types of plans discussed.	4
27.	Mr Vivek Vaswani, a foodpreneur combined his passion for food with his entrepreneurial skills and started his innovative fast food outlet OH CHILLI! in 2021. He had started his career as a food blogger and had noticed that numerous Indian consumers were looking for reasonable and pure vegetarian fast food options for dining out. The high end restaurants were not opted by many as they were exorbitantly priced. Though many global fast food chains were running across the country, yet not many outlets offered reasonable and healthy pure vegetarian fast food options to consumers. OH CHILLI! became a pioneer in offering a healthy and delicious variety of food. What came as a surprise for consumers was that even without using onion or garlic in the pasta sauce, marinade and ketchup ,the food could actually taste great. The company witnessed an increase in net profit of 26% in its second financial year and became a market leader. 1. State the meaning of business environment. 2. Identify and explain in what way, a good understanding of business environment enabled Mr. Vivek Vaswani to improve the performance of the enterprise.	4
28.	'A good control system helps the organisation in various ways'. State any four points to support the statement.	4
29.	What contradiction do you find in the principle of 'Unity of Command and the technique of 'Functional Foremanship' and why?	4
30.	In order to streamline the selection procedure, so as to minimise the margin of errors, certain tests are carried out that attempt to measure the characteristics of individuals. Explain any four such tests.	4
31.	Rakesh has been successfully running a dry fruit wholesale business in Rajasthan for the past five years. He makes sufficient investments in current assets in order to facilitate smooth day-to-day operations of the business. The company has recently sold dry fruits worth ₹ 50 lakhs to one of its corporate customers, 'Rajwada Pure Grains' on a strict credit policy. Rakesh then	6

	immediately placed an additional order for replenishment of stock. However, he received the dry fruits from his supplier after a large time lag. a) State the concept of Financial Management discussed above. b) Briefly explain the factors highlighted above that will affect the requirement of the concept identified in part (a).	
32.	Laser Ltd. is an IT company having 1,000 employees. All its employees take things easy and are free to approach any one for minor queries and problems. Because of this the operations of the company are disturbed and its revenue has declined. Everyone is seen talking to each other resulting in inefficiency in its offices. It has also resulted in loss of secrecy and confidential information being leaked out. Explain any six measures that the manager should adopt to improve communication system of 'Laser Ltd.'	6
33.	'Delegation helps a manager to extend his area of operations as without it, his activities would be restricted to only what he himself can do.' In light of the above statement, explain how effective delegation helps the organization in achieving objectives. (Any six points)	6
34.	State any six reliefs available to a consumer under Consumer Protection Act, 2019. **OR** Explain any four Rights available under Consumer Protection Act, 2019 for the protection and promotion of interest of consumers.	6