



PRINCE ACADEMY

OF HIGHER EDUCATION

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CBSE SAMPLE PAPER (2024-25)

SUBJECT : BUSINESS STUDIES (054)

TIME : 3:00 Hours

CLASS - XII

M.M. : 80

GENERAL INSTRUCTIONS

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

SECTION- A

1. Varsha bought a box of chocolate of a reputed brand from a local shopkeeper. On opening the box, she found small piece of stone in the chocolate. She reported the matter to the shopkeeper who forwarded her complaint to the concerned company. Within a week, the representative of the company visited Varsha's residence with an apology and as a replacement offered her a new chocolate pack with four other varieties of chocolate as compensation for the inconvenience to her. State the consumer right which Suman exercised. 1
(a) Right to be heard (b) Right to safety
(c) Both (a) and (b) (d) Right to seek redressal
2. Element of marketing mix which aims at making the goods and services available to customers at right place, right time and in right quantity is 1
(a) Product mix (b) Place mix (c) Price mix (d) Promotion mix
3. "Harvinder 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." Which need of Mahesh, as per Maslow's Need Hierarchy is fulfilled here? 1
(a) Affiliation need (b) Esteem need
(c) Self-actualisation need (d) All of these
4. Which of the following is not an assumption of Maslow's Need Hierarchy Theory ? 1
(a) A satisfied need can no longer motivate
(b) People's behaviour is based on their needs.
(c) Self-actualisation is the highest order need.
(d) A person moves to the next level of the hierarchy only when lower need is satisfied.

5. Taking corrective action is the _____ step in the process of controlling . 1
 (a) Last (b) Continuous (c) First (d) Both a and b
6. Arrange the steps involved in process of controlling in correct sequence: 1
 (i) Comparison of actual performance with standards
 (ii) Setting performance standards
 (iii) Taking corrective action
 (iv) Measurement of actual performance
 (v) Analysing deviations
 (a) (iii), (i), (iv), (ii), (v) (b) (ii), (iv), (i), (v), (iii)
 (c) (ii), (v), (iv), (iii), (ii) (d) (ii), (i), (v), (iii), (iv)
7. Nitin said that his employer provides him with all types of retirement benefits like pension plans, provident funds, etc. because of which he is not worried about his future financial security." Which type of incentive has been referred here by Nitin? 1
 (a) Non-financial incentive (b) Financial incentive
 (c) Neither (a) nor (b) (d) Both (a) and (b)
8. Loyola AgroTech Limited has started the business of dairy products. The company is initially marketed its products in Jaipur and Pune. Due to several complaints of adulteration of the products, the company decided to pack milk in a tetra pack sealed with hologram to ensure that the product is not tampered with. Identify the type of decision taken under one of the elements of marketing mix. 1
 (a) Sales promotion (b) Advertising decision
 (c) Packaging decision (d) None of there
9. Rosy purchased a bottle of tomato sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District forum under the Consumer Protection Act and got the relief. 1
 Identify the important aspect of marketing neglected by marketer in the above para.
 (a) Pricing (b) Branding (c) Labeling (d) None of these
10. Assertion (A) People working in the same department can work in good coordination. Reason (R) Organising promotes effective control and coordination within a department due to similarity of task performed. Alternatives 1
 (a) Both Assertion (A) and Reason (R) are incorrect
 (b) Assertion (A) is correct, but Reason (R) is incorrect
 (c) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A)
 (d) Both Assertion (A) and Reason (R) are correct, but Reason (R) is not the correct explanation of Assertion (A)
11. Match the principles of management in Column I with their correct statements in Column II. 1

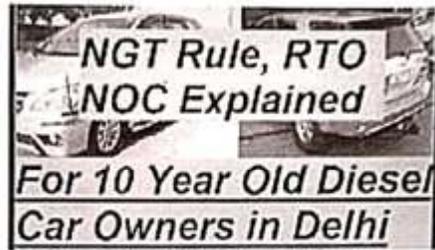
	Column I		Column II
(A)	Order	(i)	Use of 'We' instead of 'I'
(B)	Equity	(ii)	A place for everything and everything at its place
(C)	Espirit de Corps	(iii)	Equal wages for similar jobs

- (a) (ii), (iii), (i) (b) (i), (iii), (ii) (c) (iii), (i), (ii) (d) (iii), (i), (ii)

12. Humands Private Limited has been founded in the belief that the first sign of success of a modern nation lies in the ability of its citizen to celebrate. India's young working population and economic growth has led to rising incomes which combined with increasing global exposure, are empowering many latent wants to morph into demands. The company believes, if the quality of goods/ services is superior then the customer can easily be attracted. Therefore, the company always direct their marketing efforts towards improving the quality of product. 1

Identify the marketing management philosophy adopted by the Humands Private Limited.

- (a) Selling concept (b) Production concept
(c) Product concept (d) Societal marketing concept
13. Consider the follwoing image. 1



Identify the business dimension of the business environment illustrated by the picture given above in which National Green Tribunal banned ten year old diesel cars to protect environment.

- (a) Economic Environment (b) Legal Environment
(c) Technological Environment (d) Political Environment
14. As a result of major government initiatives, more and more people are going 'green'. In order to keep in line with the trend, 'Clap away' a carpet cleaning company has advertised that they only use natural cleaners that come from renewable resources and that all their service vehicles are hybrid vehicles that use both gas and electricity. Identify one of the points related to the importance of business environment and its understanding by a manager which is being highlighted in the above case. 1

- (a) It helps in assisting in planning and policy formulation.
(b) It helps in improving performance.
(c) It helps in coping with rapid changes.
(d) It enables the firm to identify opportunities and getting the first mover advantage.

15. GarmExpo Private Limited is engaged in the business of exports of garments. In the past, the performance of the company had been upto 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 two 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 sources from outside. 1

Identify the financial concept discussed in the above para.

- (a) Procurement of funds (b) Financial planning
(c) Allocation of funds (d) All of these

16. Statement I : Demat Account is the common name of Beneficiary Owner Account. 1
Statement II : Pan Number is mandatory to be provided by the investor to the broker while filling a client registration form.
Choose the correct option from the option given below :
- (a) Statement I is true and Statement II is false (b) Statement II is true and Statement I is false
(c) Both the statements are true (d) Both the statements are false
17. Statement I : Method study means finding the one best way of doing a task. 1
Statement II : Fatigue study means eliminating the unnecessary movements.
(a) Statement I is true and Statement II is false (b) Statement II is true and Statement I is false
(c) Both the statements are true (d) Both the statements are false
18. Mr. Patel bought four ceiling fans from a shop. He paid Rs 4,000 for it by cheque. Since he bought these for his newly constructed house, so he asked the shopkeeper to get them installed at his residence. The shopkeeper told him that he will have to pay Rs 100 to the person who will come to fix them up. Next day, the electrician came and fixed the fans to the ceiling. He asked Mr. Santosh to pay him Rs 400 as the charges were Rs 100 per fan and not Rs 100 for four fans. Which consumer right was violated by the shopkeeper ? 1
- (a) Right to be heard (b) Right to seek redressal
(c) Right to be informed (d) Right to consumer education
19. Burger Raja ensured the food they send out to their customers has the same high standards of excellence and level of quality in every chain or franchise. Which technique of scientific management is reflected here ? 1
- (a) Development of each and every person to his/her greatest efficiency and prosperity.
(b) Standardisation and simplification of work
(c) Motio study
(d) Time study
20. Lavanya is one the most sucessful managers of her company Rose Private limited. She uses her creativity and initiative in handing challenging situations at work. The knowledge gained by her during her student days at a renowned management institute as well as through her observation and experience over the years is applied by Lavanya in a skillful manner in the context of the realities of a given situations. She often reads books and other literature in various fields of management to keep her knowledge updated. An aspect of the nature of management is being highlighted in the above description. Identify the aspect. 1
- (a) Management is a Profession (b) Management is an Art
(c) Management is a Science (d) None of these

SECTION- B

21. Recent years have seen a high rise in the number of fraudulent fund raising operations by different companies. They are making their way into the poor and middle class people by lurning 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 economics and markets by reducing

the consumer's trust and confidence in legitimate businesses. Such companies are witty and quick to alter their modus operandi to reduce the risks of law enforcement detection and investigation. Identify and state objective of the organization which has been set up to regulate such companies and their offers. 3

22. Explain the meaning of 'gathering and analysing market information' as a function of marketing. 3

OR

What is meant by 'marketing concept' ? 3

23. Sameera and Roshan were both working in a multi-national company. Sameera was a hard worker and was quite proficient in her work. At the time of performance appraisal, the performance of Sameera was judged better than Roshan. Even then, their boss Mr Grover decided to promote Roshan, stating that being a female, Sameera would not be able to handle the complications of a higher post. 3

(i) Identify and explain the principle of management which was not being followed by the company.

(ii) State two effects of violating the principle.

24. "Authority can be delegated but accountability cannot." Explain the statement. 3

OR

Taniya is of the view that Planning promotes innovative ideas whereas her colleague Lavanya says that Planning reduces creativity. Who do you think is correct ? Give reason.

SECTION- C

25. Describe the first four steps involved in the process of selection of an employee. 4

OR

Discuss the importance of the controlling function of management.

26. What is informal communication ? How is it different from formal communication on the basis of natural relationship among the members and speed of communication ? 4

OR

'Motivation is an important element of direction function'. Explain any four reasons in support of the above statement.

27. Harish Sharma set up a small factory manufacturing toys. To begin with he employed 12 people who had the experience of working in small factories. He was a strict task master. He kept all the decision making power with himself. The employees were frequently leaving the job as they were not satisfied about his way of dealing with them and as such Harish faced a lot of problems talking to the employees. He then appointed a Manager who through his experience, creativity and personalized way created an atmosphere of complete co-operation and coordination which led to the achievement of goals. 4

(a) Which principles of management were ignored by Harish ? Identify by quoting the lines.

(b) What does the manager's way of dealing tell about the nature of management ? Discuss.

29. Identify the characteristics of management in the following cases 4
- (i) What managers do in India, the USA, Germany and Japan is the same.
 - (ii) KFC, the fast food joint, has made several alteration in its menu in order to survive in Indian markets.
 - (iii) Saloni at FabIndia, stock shelves, maintain cleanliness and receives deliveries of new inventory in a single day on regular basis in series.
 - (iv) ANI Handicrafts Pvt. Ltd's objective is to promote the sales of Indian handloom and handicraft products.
30. Ramesh Bikanerwala 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 marriage season, he had no time to close down his shop due to the excessive orders. He produced the sweets with best quality raw material and was totally against the adulteration. He was doing so well that he had to increase his scale of operations. In the nineties, the Government of India announced the policy of LPG. This enabled many foreign brands to enter India that gave the customers more choice by offering them the international sweet and desserts. Ramesh Bikanerwala realised that the customers 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. 4
- What advantages Ramesh Bikanerwala will get by understanding the business enviroment ?

SECTION- D

31. Training is a life long necessity both for the employees as well as for the organisation. Justify the statement by giving three arguments each in favour of the employees and the organisation. 6
- OR
- Explain 'staffing' as a function of management. Also explain by giving any four reason why proper staffing is required in an organisation.
32. Discuss the principles of Scientific Management. 6
- OR
- Name the concept of management that binds together all the functions of management. Discuss its features.
33. Read the statements given in point (i) and (ii) and answer the questions that follows 6
- (i) Aramex specialises in courier services. Its 'wide range of express package and parcel service' help business firms to make sure that the goods are made available to the customers at the right place at the right time.
 - (a) State with reason, whether the working capital requirements of Aramex will be high or low
 - (b) Explain briefly any two factors that affect the working capital requirements of a company.
 - (ii) Sudeep is planning to open a scissors manufacturing company with his father. For this purpose, he decides to meet a person who owns huge chunk of property, to take a piece of land for his company on lease from him.
 - (a) State giving reason, how much fixed capital will be required for establishing a company mentioned in above case?

(b) Explain briefly any two factors that affect the fixed capital requirement of a company.

34. Timed is a leading brand of watch. Recently, it is facing increasing competition in the market. The customer's taste and preferences has also been changing. To cater the market, the company is planning to launch a smart watch that have all the features of a mobile phone. It can be used for viewing notification and sending messages through it. It can track your activities and fitness goal. It is a GPS enabled device which can be used for listening music or giving instruction to Google Assistant. This product will be launched under a new logo. The pricing of the product is also done so as to obtain market share leadership. The company is planning to launch this product with aggressive promotion or newspaper, magazines, television and press releases. 6

(a) State and briefly explain the concept discussed in the meeting in the given case.

(b) Discuss the elements of the above concept discussed in the above passage.
