

**Bhavan's Tripura Vidyamandir**  
**1<sup>ST</sup> Periodic Assessment - (2024-2025)**

**Class:- 12**

**Time:- 2 hours**

**Name of the student:**

**Subject: BST**

**Total :-50 Marks**

**Roll:            Stream:**

**General Instructions:**

This is a Question Paper containing 20 questions.

1. Question no 1 to 11 carry 1 mark each.
  2. Question no 12 to 14 carries 3 marks each.
  3. Question no 15 to 17 carries 4 marks each.
  4. Question no 18 to 20 carries 6 marks each.
1. The following is not an objective of management
    - a. earning profit
    - b. growth of the organisation
    - c. providing employment
    - d. policy making
  2. When a worker achieves target production of 100 unit at a higher cost, he is
    - a. efficient
    - b. effective
    - c. both a & b
    - d. none of the above
  3. Identify the point of significance of management illustrated in the picture:



- a. Management helps in achieving group goals
  - b. Management helps in achieving personal objectives
  - c. Management helps in development of society
  - d. Management increases efficiency
4. How are principles of management formed?
    - a. in a laboratory
    - b. by experience of a manager
    - c. by experience of customers
    - d. adaptation to changing technology
  5. Principle of responsibility and authority insist on
    - a. responsibility > authority
    - b. authority > responsibility
    - c. responsibility = authority
    - d. all of the above
  6. The principle of management given by Fayol which aims at preventing overlapping of activities is:
    - a. division of work
    - b. unity of command
    - c. unity of direction
    - d. order

Read the following statements: Assertion (A) and Reason (R). Choose one of the correct alternatives given below for question no 7 & 8:

**Alternatives:**

- a. Both Assertion (A) and Reason (R) are true and Reason is the correct explanation of Assertion.
  - b. Both Assertion (A) and Reason (R) are true and Reason is not the correct explanation of Assertion.
  - c. Assertion (A) is True but Reason (R) is False.
  - d. Assertion (A) is False but Reason (R) is True.
7. Assertion: Business environment includes both specific and general forces.  
Reason: Specific forces affect individual firms indirectly whereas general forces affect directly and immediately.

8. Assertion: Marketing is not merely a post-production activity.

Reason: Marketing includes many activities that are performed even before goods are actually produced and continue even after the goods have been sold.

9. The concept which focuses on large scale production and minimum cost is called

- a. production concept
- b. product concept
- c. selling concept
- d. marketing concept

10. Which of the following does not characterise the business environment?

- a. uncertainty
- b. employees
- c. relativity
- d. complexity

11. Match the following:

Column I	Column II
1. Advertising	A. creates a positive image about the company and its product
2. Personal selling	B. paid form of impersonal communication
3. Public relations	C. develop personal relationship with the prospective buyer

- a. B, C, A
- b. A, C, B
- c. C, B, A
- d. B, A, C

12. What is meant by management? State any three characteristics of management.

or

Ashish was working in 'Axe Ltd.', a company manufacturing air purifier. He found that the profits have started declining from the last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reasons for this decline.

- a. Identify the level of management at which Ashish was working.
- b. State two other functions being performed by Ashish.

13. Why is it important for business enterprises to understand their environment? Explain.

14. Distinguish between product concept and production concept of marketing.

15. Rachna is a nine-year-old girl. She planned with her father to give a gift on her mother's birthday. She took her piggy bank to shopkeeper with her father. She selected a purse for her mother and when she took out one note of Rs. 1,000 from the piggy bank to shopkeeper refused to take that note-saying that it is no longer a valid currency. Her father explained her that shopkeeper is saying right.

- i. Identify the concept discussed in the above para.
- ii. State three features of that concept.

16. Though branding adds to the cost, it provides several advantages to the consumers. In the light of the statement, state any four advantages of branding to customers.

or

State any four functions of packaging.

17. Explain the principle of Scalar chain and gang plank.

18. Explain any six features of principles of management.

or

Discuss the following techniques of Scientific Work Study:

- a. Time Study
- b. Motion study
- c. Method study

19. In the process of marketing the marketer performs a variety of functions. Explain any six of them.

20. Interdependence between departments and individuals and harmonization of individual goals with organizational goals makes coordination necessary. In the light of the statement, discuss why coordination is important?