

Bhavan's Tripura Vidyamandir

Pre-Board Test : (2024-2025)

Class:- 12

Time:- 3 Hours

Name of the student :

Subject:- BST

Total :- 80 Marks

Roll: Section:

General Instructions:

- 1) This is a Question Paper containing 34 questions.
- 2) Question no 1 to 20 carries 1 mark each.
- 3) Question no 21 to 24 carries 3 marks each.
- 4) Question no 25 to 30 carries 4 marks each.
- 5) Question no 31 to 34 carries 6 marks each.
- 6) Answers should be brief and to the point.
- 7) Answers to the questions carrying 3 marks may be from 50 to 75 words.
- 8) Answers to the questions carrying 4 marks may be about 150 words.
- 9) Answers to the questions carrying 6 marks may be about 200 words.

1. Identify the responsibility of consumers being highlighted in the picture given below:

- a) Be aware about various goods and services available in the market so that an intelligent and wise choice can be made.
- b) Buy only standardised goods as they provide quality assurance.
- c) Learn about the risks associated with products and services, follow manufacturer's instructions and use the products safely.
- d) Read labels carefully so as to have information about prices, net weight, manufacturing and expiry dates, etc.



2. An organisation has multiple objectives to serve the purpose of different groups that constitute it." Which importance of management is mentioned here?

- a) Management helps in the development of society.
- b) Management creates a dynamic organisation.
- c) Management helps in achieving personal objectives.
- d) Management helps in achieving group goals.

3. An established firm has fifty years of experience in the shipping industry. The company time and again proves itself as one of the dominant figures in the market. The plan for the whole year is given a lot of importance. According to the owner of the company, their plans are the basic structures upon which other important functions of management rest. It is important that the plans are communicated to the employees. The top management ensures that the plans are communicated and implemented at all levels and in all departments. To learn from past mistakes is a habit of this successful company. They prepare plans for short-term as well as long-term where it can be seen that throughout the year the plans are prepared one after another. Shipping industry needs such dedicated companies. The goals are specific and the activities to achieve these specific goals are undertaken. The company has planned a growth of 20% in revenue this year. Let's see how much it's possible for it to achieve by the end of the year.

Identify the type of plan indicated in the above case.

- a) Policies
- b) Objectives
- c) Procedures
- d) Programmes

4. _____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm.

- a) Opportunities
- b) Warnings
- c) Threats
- d) None of the above

5. Before buying a thing a customer analyses its cost and the satisfaction that he is to get from it. He will buy the thing only when he feels that its satisfaction will be more than its cost. Seller is

to make the thing while keeping in mind this tendency of the buyer. A seller, who does not pay heed to the importance that the buyer gives to the product, certainly lags behind in competition.

Identify the feature of marketing highlighted in the above paragraph.

- a) Needs and wants
- b) Creating a market offering
- c) Customer value
- d) Exchange mechanism

6. XYZ Ltd., manufacturing Fast Moving Consumer Goods (FMCG), has been registered under the Companies Act with an authorised share capital of 20,000 crores. Its registered office is situated in Delhi and manufacturing unit in a backward district of Rajasthan. Its marketing department is situated in Bhopal.

Which of the following is not a disadvantage of the organisation structure of XYZ Ltd.?

- a) Conflict may arise with reference to allocation of funds.
- b) It may lead to increase in cost.
- c) Managers may gain power and assert independence and ignore organisation interests.
- d) It ensures that different functions get due attention

7. Read the following statements carefully.

Statement I: The concept which focuses on customer satisfaction is called selling concept.

Statement II: The concept which focuses on customer welfare is called societal concept.

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

8. A chartered accountant Mr. Rakesh argues that management is a fully developed profession whereas Mr. Rishit a management consultant argues that management is not a fully developed profession like law, medicine etc. The correct option is:

- a) Rakesh is correct and Rishit is incorrect
- b) Both are incorrect
- c) Rishit is correct and Rakesh is incorrect
- d) Both are correct

9. Read the following statements-Assertion (A) and Reason (R), and choose one of the correct alternatives given below:

Assertion (A): Demat account refers to an account which an Indian citizen must open with DP to trade in listed securities in electric form.

Reason (R): A depository is like a bank in which an investor can deposit and withdraw his shares. 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 but 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

10. Sanjeet is a middle level manager. He keeps all his subordinates under a lot of discipline. His employees however complain of wastage of time and efforts as they feel that nothing is being assigned in a proper way and a proper place. Also, no proper schedule is made for working.

Which principle of management is violated in the given paragraph?

- a) Discipline
- b) Order
- c) Division of work
- b) Equity

11. Match the terms given in Column I with their meaning in Column II.

Column I	Column II
A. Trademark	i. A name, term, sign, symbol, design or some combination of them used to identify the products and differentiate them from the competitors.
B. Brand name	ii. A brand or a part of the brand that is given legal protection.
C. Brand	iii. That part of the brand which can be recognised but which is not utterable.
D. Brand mark	iv. That part of the brand which can be spoken.

Choose the correct option from the following:

- | | |
|--|---|
| a) A - i), B - (ii), C - iii), D - (iv) | b) A - (ii), B - (iii), C - (i), D - (iv) |
| c) A - (i), B - (iv), C - (i), D - (iii) | d) A - (ii), B - (i), C - (iv), D - (iii) |

12. Samarth has started business of manufacturing scissors in a factory. The factory is of large size and has employees and departments of different types. In this situation, he takes proper care to coordinate the efforts of these different employees and departments in a conscious manner. Identify the characteristic of coordination indicated in the given case.

- | | |
|----------------------------|-----------------------------------|
| a) Integrate group efforts | b) Unity of action |
| c) Deliberate function | d) Responsibility of all managers |

13. "The National Pharmaceutical Pricing Authority (NPPA) has decided to invoke the public interest clause in the drugs law to pressurise the companies to reduce prices of medicines that go up more than 20% in a year."

Identify the factor affecting pricing decision of medicine companies referred here.

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|--|-------------------------------------|
| a) Product cost | b) The utility and demand |
| c) Extent of competition in the market | d) Government and legal regulations |

14. Om Prakash has set up a small business unit for the manufacturing of detergent. In order to market the detergent in local residential areas, he has appointed a team of ten salesmen. Each salesman is expected to sell at least 200 units of the detergent packets within a week's time. Identify the point of importance of controlling being highlighted in the above case.

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|---|--|
| a) It helps in judging accuracy of standards. | b) It ensures efficient use of resources. |
| c) It helps in improving employee motivation. | d) It facilitates co-ordination in action. |

15. Keeping in view the increased expectations of corporate and increased awareness for self-development among people, Anu has started a Personality Development Institute in Kasauli. The Institute offers multiple courses on personal grooming, confidence building and public speaking. Name the feature of business environment being described in the above lines.

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|---------------|-------------------|----------------|----------------------|
| a) Relativity | b) Dynamic nature | c) Uncertainty | d) Inter-relatedness |
|---------------|-------------------|----------------|----------------------|

16. _____ is not a part of three-tier enforcement machinery under the Consumer Protection Act, 2019.

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|------------------------|------------------------|
| a) Tehsil Forum | b) State Commission |
| c) District Commission | d) National Commission |

17. _____ means doing the task correctly and with minimum cost.

- | | |
|---------------|------------------|
| a) Efficiency | b) Effectiveness |
| c) Management | d) Coordination |

18. Which of the following is not an objective of Securities and Exchange Board of India (SEBI)?

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|--------------------------------------|---|
| a) To regulate the securities market | b) To protect the interest of inventors |
| c) To promote individual businesses | d) To promote the development of the market |

19. Anshul was working in ABC Ltd., a company manufacturing air purifier. He found that the profits had 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. Identify the level of management at which Anshul was working.

- | | |
|---------------------------------|----------------------------|
| a) Top level management | b) Middle level management |
| c) Supervisory level management | d) none of the above |

20. Which of the following stock exchanges has its index named as 'SENSEX'?

- | | |
|---|--------------------------------|
| a) Indian Commodity Exchange Limited (ICEL) | b) Bombay Stock Exchange (BSE) |
| c) National Stock Exchange (NSE) | d) All of the above |

21. Harshit has always been fascinated by the hand-woven textile designs. Therefore, he decided to become a weaver. He was told that in order to understand and learn this workmanship, he will have to work under the guidance of a master worker for a certain number of years.

a) Identify the type of training being described in the given case.

b) Also, explain any two other types of training.

22. Nature of money market can be well explained with the help of its features. State any three such features of money market.

Or

"To promote orderly and healthy growth of securities market and protection of investors, Securities and Exchange Board of India was set up. In the light of the given statement, state any three regulatory functions of the Securities and Exchange Board of India.

23. Explain the step 'Analysing deviation' involved in the process of Controlling function of management.

Or

Explain any three importance of controlling.

24. From the following information regarding Aditya Ltd. which is in the business of manufacturing green tea, calculate the Return on Investment and Interest Coverage Ratio of the company: (Show working)

Earnings before interest and tax	15,00,000
10% debentures	12,00,000
Equity Share Capital (Rs.10 each)	18,00,000
Tax Rate	40%

25. State the assumptions of Maslow's need hierarchy theory of motivation.

26. "There are some barriers to effective communication which are concerned with encoding and decoding of messages." Identify and explain the type of barriers highlighted in the given statement and also explain any two such barriers.

Or

"There are some barriers to effective communication which are concerned with the state of mind of both sender and receiver of communication reflects in the effective communication." Identify and explain the type of barriers highlighted in the given statement and also explain any two such barriers.

27. Why is management of fixed capital important for the business? Give reasons.

Or

Explain any four factors affecting requirement of working capital.

28. Arnav was working in an enterprise on daily wage basis. It was difficult for him to fulfil the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.

a) Identify and state the needs of Arnav that are satisfied by the offer of cycle company.

b) Also, explain two other needs of Arnav followed by above that are still to be satisfied.

29. Ram started a sweets shop 'Sita Sweets' in 1950. The sweets were famous all over India for their good quality and people would come from far and wide to purchase sweets from him. As he grew old, he could no longer run the shop. So, he sold the shop to one of his neighbours 'Bharat'. After a few months, to further increase the revenue, 'Bharat' started engaging in unfair trade practices like using adulterated khoya and paneer. He thought that no one would know about it as 'Sita Sweets' had a good image in the eyes of the people.

Slowly, people started falling sick after consuming sweets purchased from 'Karamati Sweets' but they did not know where to go and to whom to complain. Raghav, a resident of the village had recently completed his studies. He was also a member of a non-governmental organisation, Meri Voice'. He felt that the villagers should be made aware about the rights and reliefs available to them. He started creating awareness about consumer rights among the villagers to protect their interest through a series of talks and presentations in the village.

a) Identify and explain the consumer right discussed in the above para.

b) Also, identify and explain the consumer right violated by 'Bholaram' in the above case.

30. State any four factors affecting the dividend decision of an enterprise.

31. Explain, with examples, the various dimensions of business environment.

32. (a) Explain any two advantages of divisional structure from the following:

i) Product specialisation

ii) Fixation of responsibility

(iii) Growth and expansion

(b) Distinguish between 'Delegation' and 'Decentralisation' on any three basis.

33. 'Pricing of a product is an important and effective competitive weapon in marketing which depends upon various factors. Explain any four such factors.

Or

What is meant by Packaging? Give any four points explaining why packaging is important.

34. Ramit decided to start a desert cooler manufacturing business. He sets the target of earning 20% profit on sales in the first year. He was very much concerned about the future prospects of the business, which were uncertain. For this, he gathered information from the potential market and analyzed that the demand for wall mounted coolers is increasing day-by-day. He used this information as the base for future planning. On the basis of the gathered information, he called a meeting in the following week to find new methods to achieve the objective.

In context of the above case:

(a) Identify the function of management involved in the above case.

(b) List the first two steps, which have been followed by Ramit that are related to the process of one of the functions of management.

(c) Explain the remaining steps which have to be carried out to complete the process of the function of management identified in part (b) above. 6

Or

It is deciding in advance what to do and how to do. It is one of the basic managerial functions. Before doing something, the manager must formulate an idea of how to work on a particular task. Thus, it is closely connected with creativity and innovation. But the manager would first have to set objectives, only then will a manager know where he has to go. It seeks to bridge the gap between where we are and where we want to go. It is what managers do at all levels. It requires taking decisions since it involves making a choice from alternative courses of action.

(a) Identify and explain the function of management being depicted by 'It' in the given paragraph.

(b) Also, explain any four characteristics of the function identified in part (a) above.