

Bhavan's Tripura Vidyamandir
1st Terminal Examination - (2024-2025)

Class:- 12

Time:- 3 Hours

Name of the student :

Subject:- BST

Total :- 80 Marks

Roll: Stream:

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. Successful organisations do not achieve their goals by chance but by following a deliberate process called:

- a. effectiveness b. efficiency c. coordination d. management

2. Management is what management does. Which feature is referred from the above statement?

- a. Intangible b. force c. goal-oriented d. futuristic continuous

3. Management should find one best way to perform. Which technique of Scientific management is defined in this sentence?

- a. time study b. motion study c. fatigue study d. method study

4. Principle of initiative

- a. Boost of the moral of employees b. brings down the moral of employees
c. does not affect on moral of employees d. none of the above

5. The picture given below illustrates the lack of an important quality of management. Identify the quality of management lacking here which has resulted in chaos.



- a. Planning b. Controlling
c. Coordination d. Directing

6. Identify the level at which the acting function takes place in organisation

- a. Top level management b. middle level management
c. lower-level management d. all of the above

7. Price of a product can be referred as

- a. product cost b. brand value
c. value of utility for customer d. promotion cost

8. The spoken part of brand is called

- a. brand b. brand name c. brand mark d. trademark

9. Availability and affordability of the product or considered to be the key to the success of a firm identify the concept of marketing management highlighted by the statement.

- a. Production concept b. product concept
c. societal concept d. marketing concept

10. The consumer must be assured whenever possible access to a variety of good and services at competitive prices
- (a) Right to consumer protection act (b) right to choose (c) Right to safety (d) right to be heard
- Read the following statements: Assertion (A) and Reason (R). Choose one of the correct alternatives given below for question no 11 & 12:

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.
11. Assertion: Business environment includes both specific and general forces.
 Reason: Specific forces affect individual firms indirectly whereas general forces affect directly and immediately.
12. Assertion: Marketing is not merely a post-production activity.
 Reason: Marketing includes many activities that are perform even before goods are actually produces and continue even after the goods have been sold.
13. Match the following:

Column I	Column II
1. Lifestyle and values	A. Social Environment
2. Payment through e-wallets	B. Political Environment
3. Rise in inflation	C. Legal Environment
4. Attitude of govt. towards business	D. Technological Environment
5. Statutory warning on advertisement	E. Economic Environment

- a. A, B, C, D, E
 c. A, D, E, B, C
- b. B, E, D, C, A
 d. D, A, B, C, E
14. Sudden announcement of demonetisation by our prime minister is an example of this feature of business environment.
 a. Relativity
 c. interrelated
 b. Specific and general forces
 d. uncertain
15. Imparting skill necessary to perform a job is called
 a. training
 b. development
 c. recruitment
 d. selection
16. Motivators can be
 a. positive only
 c. positive as well as negative
 b. negative only
 d. none of these
17. Which of the following is called a negative process?
 a. Recruitment
 b. Training
 c. Selection
 d. none of the above
18. Fast decision can be taken by using the concept of
 a. Delegation
 b. Formal Organisation
 c. Decentralisation
 d. none of these
19. The leader who does not welcome suggestions of employees is called
 a. Autocratic leader
 b. Democratic leader
 c. Free Rein leader
 d. none of these
20. Statement I: The development of the principles of management is considered science and their application an art.
 Statement II: The principals of management cannot be applied in all types of organisations.
 Choose the correct option from the options given
 a. both the statements are true
 b. both the statements are false
 c. statement I is true, statement II is false
 d. statement I is false, statement II is true
21. Science is a systematic body of knowledge that explains certain general truths or the operation of general laws. In light of this statement, describe management as a science.
22. Differentiate between single use plan and standing plan.

OR

An auto company C Ltd., is facing a problem of declining market share due to increased competition from other new and existing players in the market. Its competitors are introducing lower-priced models for mass consumers who are price sensitive. For quality conscious consumers, the company is introducing new models with added features and new technological advancements. The company has formed a team with representatives from all levels of management. This team will determine the steps that will be adopted by the organisation for implementing the above strategy.

Explain the features of planning highlighted in the above situation.

23. External sources of recruitment are better than internal sources of recruitment. Do you agree with this statement? Give any three reasons to justify your answer.
24. Distinguish between product concept and production concept of marketing.
25. Hrituparna's father is working as a section in-charge in a government office. Identify the level of management at which he is working? State any three functions that he has to perform at this level.
26. Explain unity of direction and discipline as principles of general management.

OR

Explain division of work and order as principles of management.

27. "No organization can be successful unless it fills and keeps the various positions filled with the right kind of people for the right job." Elucidate.
28. Discuss the importance of directing function.
29. Explain the importance of consumer protection act.

OR

Consumer have to bear some responsibilities. Explain any four.

30. Illustrate, how different dimensions of environment affect business environment.
31. Elaborate the functions of Marketing.

OR

What is marketing mix? What are its elements? Explain.

32. Decentralisation is an optional policy. Explain why an organization would choose to be decentralized.
33. Anoop Gaur started 'Cat's Eye', a company for providing cyber security solutions to businesses. Its objective is to prevent, detect, respond to cyber-attacks and protect critical data. He was a hardworking software engineer and an expert in cyber security. His reputation grew by leaps and bounds as he was not only a person of integrity but also did his work with utmost honesty and sincerity. The business started growing day by day. He was delighted when he was offered a big project by the Ministry of Science and Technology. While working on the project he found that the volume of work made it impractical for him to handle all the work by himself. Therefore, he decided to expand the team. The company maintained a close liaison with an engineering college in the State. During a campus placement, Aarav and Pranshi were appointed to work for the new project. He found the new employees capable, enthusiastic and trustworthy. Anoop Gaur was thus, able to focus on the objectives and with the help of Aarav and Pranshi, the project was completed on time. Not only this, Anoop Gaur was also able to extend his area of operations. On the other hand, Aarav and Pranshi also got opportunities to develop and exercise initiative.

(a) Identify and explain briefly the concept used by Anoop Gaur in the above case which helped him in focussing on the objectives.

(b) Also, explain any five points of importance of the concept identified in part (a).

34. Explain the steps involved in the planning process.

OR

Explain the characteristics of planning.