

Class:- 12

Time:- 2 hours

Name of the student :

Subject: BST

Total :- 50 Marks

Roll: Sec:

General Instructions:

1. This question paper contains 20 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.

1. Manager is able to achieve the target production within the time, but after high wastage of resources. In this case, the manager is: **1**

- (a) Effective (b) Efficient (c) Both (a) and (b) (d) Neither (a) nor (b)

2. Star Ltd. arranged motivational lecture for personal growth and development to fits employees. Which objective of management the company is trying to achieve? **1**

- (a) Organisational Objective (b) Personal Objective
(c) Social Objective (d) Both (a) and (b)

3. Every individual working in an organization has different goals, but they all work towards fulfilling the common organizational goals. Which principle of management is being referred to here? **1**

- (a) Scalar Chain (b) Harmony, not Discord
(c) Subordination of Individual Interest to General Interest (d) Unity of Action

4. For the following two statements choose the correct option: **1**

Statement I: Advertising is an impersonal form of communication

Statement II: Advertising lacks direct feedback

Choose the correct option from the options given below

- (a) statement one is correct and two is wrong (b) statement two is correct and one is wrong
(c) both the statements are correct (d) both the statements are incorrect

5. Match the following: **1**

<i>Column I</i>	<i>Column II</i>
1. Lifestyle and values	A. economic 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. Social Environment

- (a) A, B, C, D, E (b) B, E, D, C, A (c) E, D, A, B, C (d) D, A, B, C, E

6. Principle of Initiative **1**

- (a) Boosts up the morale of employees (b) Brings down the morale of employees
(c) Does not affect on morale of employees (d) None of the above

7. Which of the following is an example of social environment? **1**

- (a) Money supply in the economy (b) Consumer Protection Act
(c) The Constitution of the country (d) Composition of family

8. Management translates the works to be carried out in terms of goals to be achieved and assign the means to achieve it this statement relates to **1**

- (a) Management of work (b) Management of people
(c) Management of operation (d) None of these

9. General forces consist of **1**

- (a) Political system (b) Demographic factors (c) Culture of the society (d) All the above

10. Marketing is a 1
 (a) Pre-production activity (b) Post production activity
 (c) After sale activity (d) All of the above
11. What does the symbol given below denote? 1
 (a) Brand name (b) Brand mark 
 (c) Trademark (d) Generic name
12. Describe any three features of coordination. 3

Or,

Differentiate between effectiveness and efficiency.

13. Nilima is a ten-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 ₹ 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. 3
 i. Identify the concept discussed in the above para.
 ii. State two features of that concept.
14. Explain the following principles of management with diagram: 3
 a. Scalar chain b. Gang plank
15. Ashutosh Goenka 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 Ashutosh Goenka was working.
 b. State three other functions being performed by Ashutosh Goenka.

Or

What is meant by management? Explain its any three features that establish it as an art. 4

16. In the staff meeting, the principal of the school raised objection that teachers start the teaching after 5 to 10 minutes in third floor classes. He warned them as students are complaining about this. The teachers explained the principal that when we climb steps from ground to third floor, we get some tiredness and need 5 to 10 minutes rest before starting the lecture. The principal planned to install a lift in school so that teachers do not waste their energy on wasteful activity of climbing steps.
 (i) State the technique of scientific management used by principal.
 (ii) State any three objectives of the technique of scientific management identified in (i). 4
17. Differentiate between Advertising and Personal selling. (any four) 4
18. India's craft heritage continues because of its customs and traditions. Crafts are used not only in the country by craftsmen in Rajasthan, Gujarat and Assam but are also exported to USA, Germany, UK and France. The volume of exports and imports gives India an advantage in balance of payments and the much-needed foreign exchange reserves. The Prime Minister desires that the handicraft industry should be expanded by linking it with technology. Focus should be on changing the manufacturing process, ensuring durability and adapting innovations.
 Quoting the lines from the above para, explain four dimensions of the business environment. 6
19. What is marketing mix? What are its main elements? Explain.

Or

"Expenditure on advertising is a social waste." Do you agree? Discuss. 6

20. Fayol and Taylor both have contributed immensely to the knowledge of management, which has become a basis for further practice by managers. Taylor thought that by scientifically analysing work it would be possible to find 'one best way' to do it. He is most remembered for his time and motion studies and functional foremanship. He said that the best result would come from the partnership between a trained and qualified management and a cooperative and innovative workforce. Fayol explained what amounts to a manager's work and what principles should be followed in doing this work. In the light of the above discussion, differentiate between the contribution of Taylor and Fayol on the following basis:
- | | | |
|------------------|-----------------------|-------------------------|
| (i) Perspective | (ii) Unity of command | (iii) Applicability |
| (iv) Personality | (v) Focus | (vi) Basis of formation |
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