

Bhavan's Tripura Vidyamandir
1st Terminal Examination : (2025-2026)

Class : 12

Time : 3 Hours

Roll :

Name of the student :

Subject : BST

Total : 70 Marks

Sec :

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. The activities involved in managing the enterprise are common to all organisations whether economic, political or social. Identify the feature of management.

- | | |
|---------------------------------------|-------------------------------------|
| a. management is multi-dimensional | b. management is all pervasive |
| c. management is a continuous process | d. management is a dynamic function |

2. The management gives a common direction to the individual effort in achieving the overall goal of the organisation.

which point of importance of management is highlighted in the statement?

- | | |
|---|---|
| a. helps in achieving personal objectives | b. helps in achieving group goals |
| c. helps in increase efficiency | d. helps to create a dynamic organisation |

3. 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 |

4. Identify the dimensions of the business environment illustrated by the picture given below in which Ritu who has joined the workforce recently is working on an accounting software.

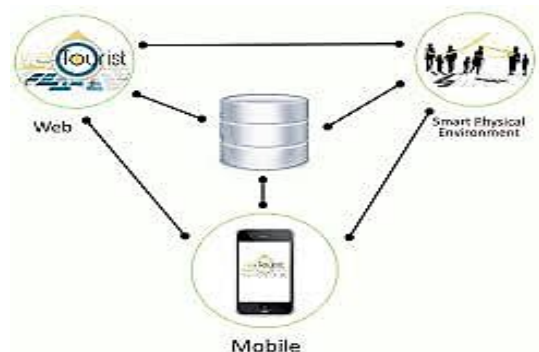
- | | |
|-----------------------------|--------------------------------|
| a. Technological and social | b. technological and political |
| c. political and economic | d. social and legal |

5. Which of the following is not an element of social environment?

- a. composition of family
- b. consumptions habits
- c. rates of saving and investment
- d. educational system and literacy rates

6. Price of a product can be referred as

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



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: The manager is required to make certain assumptions about the future.

Reason: Planning is concerned with the future which is uncertain.

8. Assertion: Identification and division of work is the first step in the process of organising.

Reason: Organising involves identifying and dividing the work that has to be done in accordance with previously determined plans.

9. 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

10. Consumer can ask anything regarding date of manufacture price quantity etc. about the product that he intend to buy.

Identify the consumer right highlighted in the above lines.

- a. Right to be informed
- b. Right to be assured
- c. Right to be heard
- d. Right to safety

11. Imparting skill necessary to perform a job is called

- a. training
- b. development
- c. recruitment
- d. selection

12. Motivators can be

- a. positive only
- b. negative only
- c. positive as well as negative
- d. none of these

13. Which of the following is called a negative process?

- a. Recruitment
- b. Training
- c. Selection
- d. none of the above

14. Fast decision can be taken by using the concept of

- a. Delegation
- b. Formal Organisation
- c. Decentralisation
- d. none of these

15. 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

16. 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

17. 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

18. The spoken part of brand is called

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

19. 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

20. 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. none of these

21. "Art is concerned with personal application of knowledge."

In the light of this statement compare the features of management of art and prove that it is an art.

22. Apna Ghar, a company dealing in consumer durables, plans to increase the sale of its products by 25% around Diwali this year. Moreover, in order to cash on the implementation of the seventh pay commission by that time, which is likely to raise the income of 47 lakh serving employees of the central government and 52 lakh pensioners, the company has created 30 advertisement films which will be aired across 85 national and regional channels until Diwali.

- a. Identify the two different types of plans that 'Apna Ghar' proposes to implement by quoting lines from the paragraph.
b. Write any two difference between the two types identified in part (a).

or

Differentiate between single use plan and standing plan.

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 on the basis of

- a. meaning b. main focus c. ends

25. What are the key responsibilities that consumers must fulfill to ensure they are protected under Consumer Protection Act?

or

Explain the importance of consumer protection act.

26. Rajnikant'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.

27. With change in the consumption habits of people Moti who was running a sweets shop shifted to chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website "mithai.com" for taking orders online. He got a lot of orders online and earned huge profit by selling chocolates. Identify and explain any two of the dimensions of business environment discussed in the above case.

28. Explain gang plank and scalar chain with the help of diagram.

or

Explain division of work and order as principles of management.

29. "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.

30. Discuss the importance of directing function.

31. Training is a lifelong 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.

32. Planning is worth the huge costs involved. Do you agree? Explain any four reasons in support of your answer.

or

Explain the steps involved in the planning process.

33. Tarak Mehta 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, Donald and Duck were appointed to work for the new project.

He found the new employees capable, enthusiastic and trustworthy. Tarak Mehta was thus, able to focus on the objectives and with the help of Donald and Duck, the project was completed on time. Not only this, Tarak Mehta was also able to extend his area of operations. On the other hand, Donald and Duck also got opportunities to develop and exercise initiative.

(a) Identify and explain briefly the concept used by Tarak Mehta 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. Differentiate between Advertising and personal selling on the basis of:

a. nature b. flexibility c. reach d. cost e. coverage f. media used

or

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