

Date: 03/12/2018



**KENDRIYA VIDYALAYA SANGATHAN
BENGALURU REGION
PRE-BOARD EXAMINATION 2018-2019
CLASS XII BUSINESS STUDIES (054)**

Time: 3 Hours

Max. Marks: 80

GENERAL INSTRUCTIONS:

- There are 5 printed pages and 25 questions in this question paper.
- All questions are compulsory. Attempt all parts of a question at one place.
- Questions carrying 1 mark should be in 1 word or one sentence.
- Questions carrying 3 marks should be within 50-75 words.
- Questions carrying 4-5 marks should be within 150 words.
- Questions carrying 6 marks should be within 200 words.

SECTION A

1. 'Is Management concerned only with doing the right task, completing activities and achieving goals without taking into consideration the cost benefit?' 1

Give reason in support of your answer.

OR

Your grandfather has retired as the director of a manufacturing company. At which level of management was he working? Different types of functions are performed at this level. State any one function.

2. Narayanan Electronics is thinking of selling new television sets under an exchange scheme. Which type of plan is it? 1
3. The Employees across many software companies have won themselves iPod or Asian holidays, motorbikes. Clearly employee referrals or buddy recruitments are increasingly becoming big ticket incentives with employees enjoying freebies along with this bonus. 1

Identify the source of recruitment on which IT companies are dependent upon.

OR

Every month, McDonalds displays the name of employee on the achievement board who has performed the best. Name the incentive indicated in the given case.

4. A decision is taken to raise money for long term capital needs of the business from certain sources. What is this decision called? 1
5. Name any two methods of Floating new issues in the Primary Market. 1

6. Which consumer right suggests that a consumer must be protected against hazardous Goods and Services? 1
7. Girish, a manager in a company, sets the targets for his subordinates without discussing it with them. He firmly tells them that if the task is not completed within time, then strict action will be taken against the defaulter. Which style of leadership is he following? 1
8. Which source of Finance involves obligation of both interest and redemption? 1

OR

Name the concept which increases the return on Equity shares with a change in the Capital Structure of a company.

SECTION B

9. The employees of Mathur Ltd., a software company have formed a dramatic group for their recreation. Name the type of Organization so formed and state any two features of this type of organization. 3
10. State any three measures to overcome barriers to communication. 3

OR

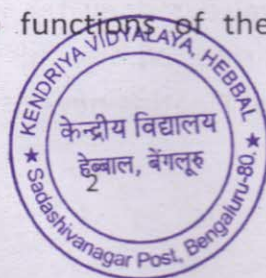
Explain any three functions performed by a supervisor.

11. Explain the following factors affecting dividend decision: 3
- i) Stability of earnings ii) Cash flow position
- iii) Growth Opportunities

OR

State any three points depicting the importance of Financial Planning.

12. Reena purchased one Litre of Pure Desi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory for a test which confirmed that the Ghee is adulterated. 3
- State any six reliefs available to Reena, if she complains and the consumer court is satisfied about the genuineness of the complaint.
13. Rishab purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. He fell sick on consuming it. He filed a case in the district forum under Consumer Protection Act and got the relief. 3
- a) Identify the important aspect neglected by the Marketer in the above case.
- b) Explain briefly any two functions of the aspect identified in (a) above.



SECTION C

14. In a major step to check black money, Prime Minister Shri Narendra Modi on 8th November, 2016 announced that Rs. 500 and Rs. 1000 currency notes with effect from midnight will be invalid in a major assault on black money, fake currency and corruption. In his televised address to the nation, he said people holding notes of Rs. 500 and Rs. 1000 can deposit the same in their bank and post office accounts from November 10 till December 30. This big-bang announcement is likely to have the impact on sectors such as real estate, where the highest component of black money exists. 4

a) Identify and state the important concept affecting business environment.

b) State any two features of the concept identified in part (a)

15. In spite of best efforts of Managers, sometimes planning fails to achieve desired results due to its limitations. Explain any four limitations of Planning. 4

OR

“Planning is an important function of Management.” State any four reasons in favour of this statement.

16. Rydham was working in an enterprise on daily wages 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 a treatment, he participated in cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted. 4

a) By quoting the lines from the above para, Identify the needs of Rydham that are satisfied by the offer of Cycle company.

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

17. ‘Though advertising is one of the most frequently used medium of promotion of goods and services, yet it attracts lot of objections.’ Explain any four such objections. 4

OR

Explain any four Sales promotion techniques with an example of each.

18. Keeping in mind the emerging nature of the securities market in India Securities and Exchange Board of India (SEBI) was interested with the twin task of Regulation and Development of Securities market. Out of this, State the Regulatory functions of SEBI. (any four) 4

