

AMRITA VIDYALAYAM

AMRITA PRE BOARD EXAMINATION 2017 - '18

Class : XII

Marks : 80

Time : 3 hrs

BUSINESS STUDIES

FOUNDATIONS OF BUSINESS AND CORPORATE ORGANISATIONS

FINANCE AND TRADE

GENERAL INSTRUCTIONS:

1. All questions are compulsory.
2. Answers to questions carrying 1 mark each may be from one word to one sentence.
3. Answers to questions carrying 3 marks each may be from 50 to 75 words.
4. Answers to questions carrying 4 marks each may be from 100 to 125 words.
5. Answers to questions carrying 5 marks each may be about 150 words.
6. Answers to questions carrying 6 marks each may be about 200 words.
7. Attempt all parts of a question together.

1. What is determined by time study as a technique of scientific management? 1
2. Name the function of management which translates plan into action? 1
3. Which type of plan has the least flexibility and why? 1
4. Seeta worked in a call center. Her team manager did not wish to be contradicted and gave rewards depending on the result. State one benefit of the style of leadership followed by the team manager. 1
5. Define financial planning. 1
6. What kind of capital market is considered to be ideal? 1
7. Who can file a complaint under the Consumer Protection Act 1986? 1
8. Aman wants to buy an iron. As an awareful customer, how can he be sure about the quality of iron? 1
9. Explain any three features of planning. 3
10. Planning and controlling are interrelated and interdependent. Explain. 3
11. 'Have more Ice cream Ltd' is a new ice cream company marketing their products mainly in Chandigarh. Their customers are very happy with the quality and price of their ice creams. Within a short span the company has been able to recruit a highly motivated and efficient work force. The company decided not to retrench any of its workers during winter season.
 - a) Identify and state the type of incentives offered to the employees.
 - b) State one more incentive of the same category. 3
12. Close to 400 companies comprising of 10% of listed entries, have not shared key information like balance sheet figures, shareholding patterns etc., with the stock exchanges. For failing to fulfill various conditions, SEBI is contemplating to impose penalties on such companies.
 - a) Give two reasons behind SEBI taking such actions.
 - b) Name two values [as identified in (a) part], which SEBI want to convey to the society. 3
13. Arya purchased a bottle of tomato sauce from the grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the district forum under the consumer protection act and got the relief.

Identify the important aspect neglected by the marketer in the above case and explain the two functions of it. 3
14. In the present context, management has become quite important. Explain any four reasons for this. 4
15. A company is manufacturing televisions, refrigerators, air conditioners, washing machines and gas stoves using different productive resources and is at the threshold of growth, requiring more employees.

Suggest a suitable organizational structure for this company. Give reasons in support of your answer. Also explain any two advantages and two limitations of this structure of organizing. 4

16. Mrs. Raja Lakshmi is working as Human Resource consultant in a firm that manufactures cosmetics, which is facing a problem of high employee turn over. The CEO of the company has invited suggestions from her for retaining the talented employees and reducing the employee turn over. Mrs. Raja Lakshmi recommends that the good employees be rewarded in a way that it creates a feeling of ownership among the employees and at the same time makes them contribute towards the growth of the organization.
- a) Identify the incentive and explain its type which has been suggested by Mrs. Raja Lakshmi to the CEO of the company.
- b) Also explain any two other incentives of the same type. **4**
17. A newly appointed personal manager is of the view that there is no need for training the workers. Do you agree with this statement? Give reasons in support of your answer. **4**
18. The Directors of a company want to modernize its plants and machineries by making a public issue of shares. They wish to approach the stock exchange, while the Finance Manager prefers to approach a consultant for the new public issue of shares. Advise the Directors whether to approach the stock exchange or a consultant for a new public issue of shares. Give reasons. Also advice about the different methods which the company may adopt for the new public issue of shares. **4**
19. Mention the qualities of a good salesman. **4**
20. In the year 2016, the State Government of Kerala had made it mandatory for anganwadis, hostels and canteens in educational institutions to secure the Food Safety and Standards Authority of India (FSSAI) license to ensure food safety as the educational institutions also get categorized as food business operators in the event of the annual turnover of the hostels exceeds ` 12 lakhs per annum. In the context of the above case.
- a) Identify and explain the various dimensions of business environment being referred to here.
- b) List any two values which the State Government of Kerala wants to convey through this initiative. **5**
21. Distinguish between formal and informal organizations. **5**
22. Explain the needs of Maslow's hierarchy of needs. **5**
23. Explain the following techniques of scientific management. **6**
- a) Functional foremanship. b) Time study. c) Differential piece wage system.
24. Manish is engaged in the business of garment manufacturing. Generally he used to sell his garments in Delhi. Identify the working capital requirements of Manish giving reasons in support of your answer. Further Manish wants to expand and diversify his garment business. Explain any two factors that will affect his fixed capital requirements. **6**
25. Differentiate advertising and personal selling. **6**