

BUSINESS STUDIES

Class: XII

WORKSHEET

Important Instructions:

- I) Read text book thoroughly to answer one mark questions.
- II) Only uncommon type of questions have been included in worksheet. Refer 2nd term model, prelims also.
- III) Find answers of questions without answers and write page no. from text –book.
- IV) You can start from either beginning or end but attempt all parts of one question together.
- V) For differentiation or distinction please write in tabular form.
- VI) Try to give heading as much as possible.
- VII) In choice questions choose the one with points rather than paragraph type.
- VIII) If 6 points are asked write best 6 points.
- IX) Take time in analyzing the question. Don't get over excited.
- X) Questions given in statement must be answered with introduction (with emphasis on statement) and conclusion (specially big questions).
- XI) Don't waste time on one question for long. You should attempt all questions rather than doing only few questions very well.
- XII) Try to follow word limit as given in instruction.

Unit 1: (One mark questions) Answer in one word/sentence.

1. What is meant by management?
2. What is efficiency?
3. What is effectiveness?
4. Vijay argues that management is required in all kind of organizations. While shyam feels that management is not required in non – business organizations such as schools, clubs, etc. who is correct?
5. What is the aim of management?
6. “In order to be successful an organization must change its goal according to the needs of environment”. Which characteristics of management is highlighted?
7. What are the three dimensions of management?
8. What is nature of management?
9. Name any two designations at top level management.
10. What is primary function of middle level management?
11. Your uncle has been appointed as divisional manager in Tata motor ltd. What will be his primary task?
12. Name the function of management under which there is division of activities?
13. Name two elements of co – ordination.

Unit 2:

01. Define principles.
02. Name two methods by which principles of management is derived.
03. Why are principles of management less rigid than principles of pure science?
04. Why it is said that management principles are contingent?
05. Why it is said that management principles are evolutionary?
06. What is the perspective of scientific management.
07. What is the premise of scientific management?
08. Which technique of Taylor suggests that each worker should be supervised by specialists?
09. Give an example of principle of unity of command.
10. Hina and Harish are typists. Hina is getting 3000 and Harish 4000 for same working hours. Which principle is violated?
11. What is perspective of Fayol's principles.
12. Focus of Fayol's / Taylor's principles.

Unit 3: Planning

01. How is planning related to objectives?
02. What do you mean by a plan?
03. What does an objective represent?
04. Give one example of strategy.
05. Who prepares procedures?
06. Offering 20% jobs to women. What type of plan is it?
07. Vani ltd. decides to up its sales by 25% what type of plan it is?
08. "Visitors to the factory must hold valid entry passes". What type of plan is it?
09. Chavi Television Ltd. decides to sell television sets through exchange of old T.V. sets. What type of plan is it?
10. Mention any two planning premises?

Unit 4: Organising

01. What is organization chart?
02. What gives shape to organization structure?
03. What determines the level management?
04. Two categories of organization structure.
05. Two departments found in functional structure.
06. Name any two departments found in divisional structure of a company engaged in readymade garments.

07. When is divisional / functional structure suitable?
08. What is direction of flow of authority?
09. Ajay is an overburdened manager. Can he take help from his subordinate? How?
10. What will be the adverse effect if there is no delegation of authority?
11. Nitesh is the manager of Nidhi Investment Ltd. He says that he is not responsible for the quality of work that he has delegated to his subordinates. Do you agree with his viewpoint?
12. Name the staffing function of management which concentrates on employing and retaining the right person at the right place.
13. Nidhi Ltd. has a personnel department. Nitin says that staffing function is the function of personnel department and not a function of line managers. Prateek says that even if there is personnel department, staffing is the function of line managers. Who is correct?
14. Mention two aspects of manpower planning.
15. Mention two techniques of manpower planning.
16. Why is recruitment called a positive process.
17. What is stock market index?
18. Name any two Indian Stock market index.
19. What is Badla in relation to stock exchange.
20. What is bullish phase and bearish phase?

Unit 5: Marketing

01. Give two components incorporated in the concept of marketing management.
02. Vani is G M of a company producing toys. She believes in product concept of marketing. What will be her marketing strategy?
03. What will be marketing strategy of a company. Which believes in production concept of marketing?
04. What are two categories of product on the basis of end use?
05. Give two examples of shopping / convenience specialty / Consumer / Industrial products.
06. Give two examples of common brands.
07. What type of channel would you suggest for industrial & perishable products.
08. What is fixed capital?
09. What is fixed leverage?
10. What is trading on equity?
11. What is financial risk?
12. What is favourable financial leverage?
13. Working capital requirement for
 - i) Bread
 - ii) Sugar
 - iii) Coolers
 - iv) Motor car
 - v) Furniture manufactured against order

Units 6: Financial Market

01. What are two sectors of financial market?
02. Name two major alternative mechanisms used for allocation of funds.
03. Name two participants of money market.
04. Name two organization which constitute capital market.
05. What is listing of securities?
06. What is insider trading?
07. What is IPO?
08. What is private placement?
09. What is right issue?
10. Name two types of functions performed by SEBI.
11. Rajat a sales manager, achieved his sales targets one month in advance. This achievement was displayed on notice board and a certificate for the best performance was awarded to him by the CEO of the company.
 - i) Name the incentive
 - ii) Identify typeList any other two incentives of this type.

Unit 7: Controlling

01. Which step in the process of control is concerned with compelling events of confirm to a plan?
02. State the meaning of Cost / Profit / Revenue / Investment centre.
03. Define management audit? What is pert / cpm?
04. What is MIS?
05. How is breakeven point calculated?
06. What is feedback in controlling?

Part II

Business Finance

01. Why is business finance needed?
02. Two aspects of financial management?
03. Long term Investment decision is also known as _____ decision.
04. Short term Investment decision is also known as _____ decision.
05. What is trading on equity?
06. Why is selection considered to be negative process?

07. Name the concept which is related to estimating manpower requirement.
08. Name the concept which related to the stream lining of the attributes of a person required for a job

Unit 8: Directing

01. Name the element of directing function under which superior assures the subordinate that their needs will be taken care of?
02. Name the element of directing under superiors share information with subordinate to reach common understanding.
03. What is first stage of process of motivation?
04. Give two examples of all types of needs.
05. What are two elements of leadership?
06. Give two examples of upward communication.
07. Name the most popular grapevine networks.
08. Name the type of formal communication in which communication flows from a superior to subordinate.
09. Name the type of formal communication in which two departmental heads communicate with each other.
10. Name the type of formal communication in which communication flows from superior to subordinate and vice versa.
11. What is most commonly used distribution channel for most consumer goods.

Unit 9: Consumer Protection

01. Mention any two ways by which consumers are exploited by traders.
02. Name any two organizations which provide certificate of standardization in India.
03. Name two agencies to ensure consumer protection?
04. Name any two legislations which provide protection to consumers.
05. What is AGMARK / BIS?
06. Which consumer right suggests the bar firms to set up their own consumer service and grievance cell?
07. Name two NGO's engaged in promotion of consumer's interest.
08. Rana purchased a house of 30 Lakhs. It was damaged. Suggest appropriate authority.
09. Sonia purchased a diesel car for Rs. 7 lakhs. Engine was defective. Suggest appropriate authority to file complaint.
10. Who sets up National Commission? State Commission?
11. Why was Consumer Protection Act 1986 enacted?
12. Name any two agencies who can file a complaint?

Extra Questions

01. Ekta wants to buy a packet of juice. As an aware customer, how can be sure about the quality of juice she plans to buy? *F.P.O*
02. "In an organization employees are happy and satisfied, there is no chaos and the effect of management is noticeable." Which characteristic of management is highlighted by the statement?
03. Name the process of working with and through others to effectively achieve organizational objectives by efficiently using the limited resources in the changing environment. *Mgt.*
04. "Identifying and dividing the work is the first step in the process of one of the functions of management." Identify the function. *Organising*
05. Identify the decision taken in financial management which involves distribution of net profit. *Dividend*
06. "Leadership is an essential element of directing." State any three reasons, why it is essential? *↳ Importance*
07. "Motivation is not at all required in an organization." Do you agree? Give two reasons in support of your answer. *Importance*
08. Gaurav is working as "Plant Superintendent in Jalaj Auto Ltd." Name the managerial level at which he is working. *Middle Level.*
09. Some products have certain unique features. They attract a significant groups of buyers. Identify the kind of product and list its features. *Speciality Products.*
10. "Controlling is an indispensable function of management." Explain by giving four reasons in support of your answer. *Importance*
11. 'The presence of management can be felt in the way the organization functions.' Which characteristic of management is highlighted in the statement? *Intangible*
12. Gaurav Ltd. decides that at the supervisory level, on the job training methods to be used while for higher level management, lectures and orientation programmes to be organized. What type of plan it is known as? *Strategy*
13. Chhavi purchased a diesel car for Rs. 10 lacs from Tata motors and found its engine defective. Despite many complaints the defect was not rectified. Suggest her the appropriate authority to file her complaint in three tier machinery under Consumer Protection Act. *District Forum*
14. Which consumer right suggests that consumers have the right to express their views, ideas and reactions about the product?
15. In one of the functions of management, actual performance is compared with the planned targets.
 - i) Name the function.
 - ii) State any three features of above mentioned function. *controlling.*
16. Sachin wants to purchase a diesel car from an automobile company. State any four responsibilities of Sachin while purchasing and using the car.
17. Is planning is necessary for effective management? Give five reasons in support of your answer. *↳ Importance*
18. "Stock exchange is the barometer of a country's economic health." Discuss. *↳ Functions*
19. Distinguish between functional and divisional structures.
20. In an electrical goods manufacturing company, there are four main activities, Marketing, Production, Finance and Personnel. The General Manager is planning to structure the organization. Which type of organization structure should be adopt and why? Give four reasons. *↳ Functional.*

21. 'The management principles can be applied to all types of activities.' Which features of management is highlighted by this statement? *Universal*
22. Name the process of designing and maintaining an environment in which individuals working together in groups, efficiently accomplish selected aims. *Mgmt*
23. Identify the decision taken in financial management which involves the determination of sources of finance. *Financial*
24. Prateek purchased a house for Rs. 30 lakhs from a housing company and found it being defective. Suggest him the appropriate authority to file his complaint. *State Commission*
25. To avoid the problem of shortage and surplus of funds, what is required in financial management? Name the concept and explain its any three points of importance. *Financial Planning*
26. Saurabh is working as "Operations Manager" in Priya Auto Ltd. Name the managerial level at which he is working. State any four functions, he will perform as "operations manager" in this company. *Lower Level*
27. To satisfy the social and psychological needs, which type of incentives are needed? Explain any four type of such incentives. *Non-Financial*
28. 'It is necessary that goods and services must be made available to the customer at the right place in right quantity and at the right time.'
- i) Name and explain the element of marketing mix.
ii) Explain the components of this element. *Place Mix*
29. "Various tools of communication are used by the marketers to promote their products."
- i) Name and explain the most commonly used tool of promotion which is paid for by the marketer.
ii) Explain any two merits and two limitations of this tool. *Advertising*
30. Which concept of marketing suggests that the organization should earn profit through volume of production? *Production*
31. What is the term used to denote the situation under which standard performance and actual performance differ? *Deviation*
32. 'A number of projects are generally available to the business to invest but the choice of a project needs a careful analysis based on certain factors.' State any three factors which affects the choice of any project. *Capital budgeting factors*
33. The employees of Asmi Ltd., a software company, have formed a dramatic group for their recreation. Name the type of organization so formed and state its three features. *Informal*
34. 'However ambitious targets may be planning can help to achieve the same.' Explain the statement by giving any four reasons.
35. Despite internal sources of recruitment being economical, why the company not always use this source? Give any four reasons. *Limitations*
36. Meenakshi and Suman are working in an organization. They perform similar jobs but they are paid their salaries at different rates. Which principle of management is violated in this situation? Explain the principle in brief. *Equity*
37. The directors of Meenakshi Chemicals Ltd. have decided to modernize the plant and machinery at an estimated cost of rupees ten crore. As a finance manager of the company, advise whether to issue shares (shareholders funds) or debentures (borrowed funds). *Factors affecting Capital structure*
38. Name the function of management which coordinates the physical, financial and human resources and establishes productive relations among them for achievement of specific goals. *organising*
39. Which function of management ensures that actual activities conform to planned activities? *controlling*

40. A company wants to establish a new unit in which a machinery of worth Rs. 25 lakhs is involved. Identify the type of decision involved in financial management. *Investment*
41. Identify the decision taken in financial management which effects the liquidity as well as the profitability of business. *Dividend*
42. 'In order to be successful an organization must change its goal' according to the needs of the changing environment.' Which characteristic of management is highlighted in the statement? *Dynamism*
43. Which consumer right suggests that all information regarding the product, its ingredients, date of manufacture, precaution of use, etc. should be enumerated on the package or separately on a piece of paper? *Right to be informed.*
44. Ajit purchased a house for Rs. 50 lakhs and found it different from what was agreed. He wants his money back. Suggest him the appropriate authority to file his complaint in three tier machinery under Consumer Protection Act, 1986. *State Commission*
45. 'Supervision is not at all required in an organization.' Do you agree? Give two reasons in support of your answer. *Importance.*
46. Your grandfather has retired as the director of Ekta Ltd. At what level of management he was working? State his four functions as the director. *Top Level.*
47. Which source of recruitment is needed to bring new blood in the organization? Explain any three advantages and any two limitations of this source. *External.*
48. A company needs a detailed plan for its new project "construction of shopping mall". What type of plan it is known as? *Strategy*
49. Which function of management seeks to bridge the gap between where we are and where we want to go? *Planning*
50. Which consumer right suggests that consumers to be protected against the risks involved in possession and use of goods? *Rights to safety.*
51. Dinesh and Yogesh are working in Manju Plastic Ltd. as Accounts Officer and Sales Manager, respectively. As per organizational structure, they need not communicate with each other. Yet they meet frequently in the Lawn Tennis Club and sometimes discuss affairs of the company.
- i) Identify the type (formal/informal) of communication used in the above example. *Informal*
- ii) State any three advantages of the type of communication identified in part (i).
52. How are the shareholders of a company likely to gain with a loan component in the capital employed? Explain with an example. *Trading on Equity.*
53. Name the concept which increases the return on equity shares with a change in the capital structure of a company. *Trading on Equity*
54. Gaurav wants to buy an iron. As an aware customer, how can he be sure about the quality of iron? *ISI*
55. State why the working capital needs for a service industry are different from that of a manufacturing industry.
56. 'The activities involved in managing an enterprise are common to all organizations irrespective of their nature and type.' Which characteristic of management is highlighted in the statement? *Pervasive.*
57. Vani Ltd. uses environment friendly methods of production. Identify the objective it is trying to achieve.
58. Which function of management is concerned with building a stable framework or structure of various parts of an enterprise? *Organising.*
59. What is required to tackle the uncertainty in respect of availability and timings of funds? Name the concept involved and explain any three points of its importance. *Financial Planning.*

60. Some products are purchased frequently, immediately and with least efforts by the consumers. Identify the kind of product and list its four features. *Convenience goods*
61. Which concept of marketing suggests that the organization should earn profit through customer satisfaction? *Marketing*
62. Which principle of scientific management suggests that true interests of management and workers are one and the same?
63. Give two examples of convenience products.
64. Give two advantages of branding to the customer.
65. At which level of packaging, the immediate container is referred to? *Primary*
66. Profit of Chhavi Ltd. is showing upward trend. The management of the company decides to sell all of its shares to its employees at a price lower than market price.
- Name the incentive provided to the employees. *Financial*
 - Identify the type of incentive.
 - List other two incentives of the type identified in part (ii).
67. Name the type of organization in which friendly relationships exist among the members. State its three advantages. *Informal*
68. "SEBI is the watchdog of the securities market." Comment. *Functions*
69. One of the principles of management emphasises that there should be a team spirit and harmony in work group. Name the principle and explain it.