

	<p>Assertion (A) and Reason(R). Choose the correct alternative from those given below:</p> <p>ASSERTION (A): The principles of management are intended to establish relationship between cause and effect so that they can be used in similar situation.</p> <p>REASON (R): Real business situations are predictable and principles give solutions to the problems.</p> <p>Alternatives:</p> <p>(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p> <p>(b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)</p> <p>(c) Assertion (A) is true but Reason (R) is False</p> <p>(d) Assertion (A) is False but Reason (R) is True</p>	
5	<p>“Fresh bakes Pvt. Ltd.” was following a profit-sharing plan for its employees. In addition, the management introduced a system of participation in decision-making to make employees feel motivated which led to increase in the productivity. Identify the type of incentive introduced by Fresh bakes Pvt. Ltd.”.</p> <p>(a) Time based financial incentive</p> <p>(b) Time based Pay Plus incentive</p> <p>(c) Direct financial incentive</p> <p>(d) Direct non-financial incentive</p>	1
6	<p>Several initiatives have been undertaken by the Government of India to encourage domestic manufacturing and export of defence equipment. ‘ Make In India’ was one such scheme launched by the government to encourage the companies across the world to manufacture defence products in India.</p> <p>Which dimension of business environment does the above case relate to?</p> <p>(a) Economic Environment</p> <p>(b) Political Environment</p> <p>(c) Legal Environment</p> <p>(d) Social Environment</p>	1
7	<p>“Glow Fresh Ltd.” is a company manufacturing packaged fruit juices. Since juices are perishable, the company ensures quick delivery to markets. It uses refrigerated vans for transportation and maintains large warehouses near big cities. The company sells its products through supermarkets, retail shops, and online platforms. Management believes that an efficient distribution system is necessary to reach consumers before the expiry date of the product.</p> <p>(a) Place Mix</p> <p>(b) Promotion Mix</p> <p>(c) Product Mix</p> <p>(d) Price Mix</p>	1
8.	<p>Choose the incorrect statement about the controlling function of management.</p> <p>(a) Controlling is both backward and forward looking.</p>	1

	<p>(b) Controlling is prescriptive whereas planning is evaluative. (c) Controlling presupposes the existence of certain standards. (d) Controlling is a pervasive function of management.</p>					
9.	 <p>Identify the external source of recruitment illustrated by the picture given above:</p> <p>(a) Direct Recruitment (b) Advertisement (c) Casual callers (d) Labour contractor</p>	1				
10	<p>Mr. Saxam, production manager of Creative Concepts, discusses with the staff about the new export orders. All the staff members unanimously agree that they all will work together to do overtime to complete the order and meet the deadline. Mr. Saxam is following _____ leadership style.</p> <p>(a) Laissez Faire (b) Autocratic (c) Authoritative (d) Democratic</p>	1				
11	<p>Which of the following statements is not true for stock exchange?</p> <p>(a) It helps the company to float new issues. (b) It provides liquidity and marketability to securities. (c) It spreads equity cult. (d) It contributes to economic growth.</p>	1				
12	<p>Marbury Biscuits launched its new range of oat cookies in three varieties. They decided to distribute free samples of their biscuits in school as a part of their promotional campaign. Identify the tool of promotion used by 'Marbury Biscuits'.</p> <p>(a) Advertising (b) Sales Promotion (c) Personal Selling (d) Public Relations</p>	1				
13	<p>Match the Column I with Column II in the following information.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>A. Doing the task correctly and with minimum cost</td> <td>(i) Process</td> </tr> </tbody> </table>	Column I	Column II	A. Doing the task correctly and with minimum cost	(i) Process	1
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A. Doing the task correctly and with minimum cost	(i) Process					

	<p>B. The primary functions or activities that management performs to get the things done.</p> <p>(ii) Effectiveness</p>																
	<p>C. It is concerned with the end result</p> <p>(iii) Efficiency</p>																
	<p>Codes</p> <table border="0"> <tr> <td>A</td> <td>B</td> <td>C</td> </tr> <tr> <td>(a) (iii) , (i) , (ii)</td> <td></td> <td></td> </tr> <tr> <td>(b) (i) , (ii), (iii)</td> <td></td> <td></td> </tr> <tr> <td>(c) (ii) , (iii), (i)</td> <td></td> <td></td> </tr> <tr> <td>(d) (i) , (iii) , (ii)</td> <td></td> <td></td> </tr> </table>		A	B	C	(a) (iii) , (i) , (ii)			(b) (i) , (ii), (iii)			(c) (ii) , (iii), (i)			(d) (i) , (iii) , (ii)		
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(c) (ii) , (iii), (i)																	
(d) (i) , (iii) , (ii)																	
14	<p>_____ provides a rational approach for setting objectives and developing appropriate courses of action for achieving predetermined objectives.</p> <p>(a) Directing (c) Staffing</p> <p>(b) Planning (d) Controlling</p>	1															
15	<p>Ravi joined a company as a learner electrician. For 2 years, he worked under the guidance of a senior electrician. He attended some classroom sessions, and practiced wiring, repairing circuits, and handling electrical equipment under his senior's guidance. Which method of training is being used here?</p> <p>(a) Apprenticeship program (c) Vestibule School</p> <p>(b) Internship (d) Induction Training</p>	1															
16	<p>'Game of Clones', a reputed amusement company has decided to run an advertising campaign for which it is hiring various celebrities. The campaign involves an expenditure of ₹ 150 Crores. Identify the financial decision involved in the above case.</p> <p>(a) Investment decision (c) Dividend decision</p> <p>(b) Financing decision (d) Working capital decision</p>	1															
17	<p>'To ensure that enough funds are available at right time' to 'honour the commitments and to carry out the plans' is an essential of which of the following concepts?</p> <p>(a) Capital Structure (c) Financial Planning</p> <p>(b) Financial Leverage (d) Financial Decision</p>	1															
18	<p>Mr. Arjun wants to invest in the stock market. His friend tells him that keeping shares in physical certificate form is risky and outdated. His friend suggested him to open a Demat account. Through this Demat account, Arjun can hold shares</p>	1															

	electronically, buy and sell easily, and avoid the risk of theft or forgery. To whom, Arjun will approach to open the demat account? (a) NSDL (c) SEBI (b) Depository Participant (d) Issuing Company	
19	“A group of investors who generally desire to receive at least a certain amount being paid to them as dividend and the companies are likely to declare the same”. The above statement highlights a factor affecting dividend decision. Identify? (a) Shareholder’s preference (c) Amount of earning (b) Stability of earning (d) Stability of dividends	1
20	Read the following statements carefully: Statement- I Fixed operating costs add on to business risk. Statement- II Decision to invest in fixed assets must be taken very carefully as such decisions once taken are irreversible. In the light of given statements , choose the correct alternative from the following: (a) Both the statements are true. (b) Both the statements are false. (c) Statement I is true, Statement II is false. (d) Statement II is true, Statement I is false	1
21	State any three points of importance of organizing as a function of management. OR Write the difference between Delegation and Decentralization of authority on the basis of the following: 1. Scope 2. Purpose 3. Grant of Authority	3
22	Anabel Creations, an apparel designing company has a huge pile of young men’s and women’s garments to be sold across its branches in various cities. In order to clear the stock, the company has decided to give a heavy discount on its garments, with a view to lure the buyers. It is also visiting various colleges for sponsoring fashion shows in order to push its sales. However, the garments are not liked by the customers as they have not been made as per their needs and preferences. (a) Identify and state the Marketing Management philosophy being followed by Anabel Creations. (b) Name and state any two other philosophies of Marketing apart from the one identified in part a.	3
23	Give any three points of distinction between the Primary market and Secondary market.	3

	OR	
	Explain any three functions of stock exchange.	
24	<p>Romilly was working in 'DESIGN Co.', dealing in import and export. He found that the profits has started declining from the last six months. He is responsible for all the activities of the business and for its impact on society, so he analysed the external and internal factors of environment to find out the reasons behind the decline in profits.</p> <p>(i) Identify the level of management at which Romilly was working. (ii) State two other functions being performed by Romilly.</p>	3
25	<p>Explain the following functions of marketing:</p> <p>(a) Branding (b) Marketing Planning</p> <p style="text-align: center;">OR</p> <p>Explain any four factors which affect the determination of price of a product.</p>	4
26	<p>Explain the following points of importance of planning as function of management.</p> <p>(a) Planning facilities decision making (b) Planning establishes standard for controlling</p> <p style="text-align: center;">OR</p> <p>Explain the following types of plans:</p> <p>(a) Objective (b) Budget</p>	4
27	<p>The name and taste of Coca-Cola is known to almost each and every individual in India as well as throughout the world. This carbonated soft drink holds the largest share in the soft drinks market and captures a prime spot in each and every event. In every occasion, the Company has introduced other cola drinks under the Coke name. The most common of these are Diet Coke, along with others including Caffeine free Coca-Cola, Diet Coke Caffeine free, Coca-Cola Zero Sugar, Coca-Cola Cherry, Coca-Cola Vanilla and the list goes on. It has capitalized on each and every opportunity to market itself effectively and place itself in the middle of every gathering. The main reason for such an outstanding placement of product goes to the way they have established the connection between every occasion and the need for Coke to be present there, product design and creative advertising.</p> <p>1. In the context of the above given case, identify one valid importance of Business Environment.</p> <p>(a) Complex (b) Specific and general forces</p> <p style="text-align: right;">(c) Futuristic (d) Mental Exercise</p>	4

	<p>2. Identify the feature of Business Environment which The Coca-Cola Company managed to get in their favour .</p> <p>(a) Enables a firm to identify opportunities and getting first mover advantage (b) Uncertainty (c) Delay in action (d) Pervasive function</p> <p>3. Which dimension of business environment did Coca-Cola majorly tap into? (a) Technological Environment (c) Political Environment (b) Social Environment (d) Economic Environment</p> <p>4. Which of the following is not a product of COCA-COLA? (a) Diet Coke Caffeine free (c) Coca-Cola Avocado (b) Coca-Cola Zero Sugar (d) Coca-Cola Cherry</p>	
28	<p>There are two managers, Rahul and Pawan. Rahul is saying that 'Controlling is forward looking whereas according to Pankaj 'Controlling is looking back'. Who is correct? Explain why?</p>	4
29	<p>The Factory Manager of Manik Steel Plant, Mussadi Lal was in dilemma over workers shirking work. It was becoming difficult for him to identify the workers who sometimes faked illness to skip work and on various other times, intentionally wasted time, which led to underutilisation of resources. The job of the workers was complex and intricate. He discussed the problem with one of his retired friends, Kantilal, who suggested him to appoint eight supervisors who would be specialists in their own fields and would be assigned work according to his/her qualities. Identify and explain the technique of scientific management discussed above.</p>	4
30	<p>Resolutions Pvt. Ltd. is a publishing company. Its book on Business Studies for class XII is in great demand. As a result, the employees in the marketing department are always racing against time. The employees have to work overtime and on holidays to cater to the demand.</p> <p>Managers in the marketing department are under stress as they have to handle more than two territories. The work stress has led to dissatisfaction among the employees and managers.</p> <p>(a) Name and explain the step of staffing process which has not been performed properly. (b) State the next two stages immediately following the step identified in part 'a'.</p>	4
31	<p>ABC Ltd. is a steel manufacturing company, planning to expand its business. The company needs ₹100 crore for the expansion project. The finance team has suggested three possible options to fulfill the requirement:</p>	6

	<p>Option A: Raise the entire amount of ₹100 crore through equity shares.</p> <p>Option B: Raise ₹60 crore through equity shares and ₹40 crore through debentures (debt).</p> <p>Option C: Raise ₹40 crore through equity shares and ₹60 crore through debentures.</p> <p>The current interest rate on debt is 10%, and the corporate tax rate is 30%. The management opted Option C to fulfill the requirement.</p> <p>(a) In context of the above case, identify the concept involved.</p> <p>(b) Explain the factors affecting the concept identified (a) above.</p>	
32	<p>Subermanyam is a newly appointed Human Resource Manager in Times Ltd. in Punjab. Being the native of a southern state, he could communicate only in English. Most of his subordinates belong to Punjab and they face difficulty to understand his instructions due to different accent.</p> <p>(a) Identify the concerned communication barrier.</p> <p>(b) State the category of such barrier.</p> <p>(c) Explain any four other barriers of same category.</p>	6
33	<p>Diligent developers, a website design company in Bangalore is a startup initiative of Mr. Maniraj which aims at achieving a profit margin of 10% in its first year. Mr. Maniraj appointed Mr. Advait as the Digital marketing Head, Mr. Kiyansh as the head of Backend department and Mr. Nirved headed the Graphics Designing Department. Since each head was specialised in specific skills, it resulted in increased efficiency and better coordination. However, problems arose when Mr. Advait started overlooking organisational objectives and considering only group objectives. He stopped exchanging information with Mr. Kiyansh and Mr. Nirved. The company had to bear the brunt of lack of coordination and was unable to achieve its objectives.</p> <p>(a) Identify and state the organisational structure adopted by the company.</p> <p>(b) State two benefits and two limitations of the identified structure highlighted in the above case.</p>	6
34	<p>What is meant by 'Consumer Protection'? State any five importance of consumer protection from the point of view of business.</p> <p style="text-align: center;">OR</p> <p>State the rights available under Consumer Protection Act 2019 for the protection and promotion of interest of consumers.</p>	6