



Date: 4/8/2023 Grade: XII	Monthly Test 02 (2023 -24) Business Studies (054)	Max.mark :20 Time 50 Min
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General Instructions:

- 1. There are 10 questions in the question paper. All questions are compulsory**

Qn. No		Marks allocated
1	The growing awareness about healthcare has led to an increase in the demand for the healthcare products and services in the country. Identify the feature of business environment being discussed in the above case. a) Dynamic nature b) Uncertainty c) Relativity d) Interrelatedness	1
2	Gagan works in a factory. His main job is to keep machines, materials and tools ready for production for the workers. Identify the job position held by Gagan under functional foremanship. a) Instruction card clerk b) Repair boss c) Gang boss d) Route clerk	1
3	Yo Tummy began its business by offering the classic combo of hamburgers and fries. But over time, their customers wanted healthier foods, so Yo Tummy responded and began offering healthy alternatives such as salads, fruits, wraps and oatmeal. If Yo Tummy hadn't responded, they may have lost customers that wanted to eat healthier foods. The above case highlights one of the points related to importance of business environment and its understanding by managers. Identify it. a) It helps in coping with rapid changes. b) It helps in improving performance	1

	<p>c) It helps in identifying threats and early signals.</p> <p>d) It helps the firm to identify the opportunities and getting the first mover advantage</p>	
4	<p>The principles of management enhance the understanding of relationship between human and material resources for the achievement of organisational goals. Identify the feature of the principles of management being described in the given statement.</p> <p>a) Cause and effect relationship</p> <p>b) Optimum utilization of resources and effective administration</p> <p>c) Formed by practice and experimentation</p> <p>d) Mainly behavioural</p>	1
5	<p>In order to boost and double India's export of goods and services to over USD 1000 billion by 2025, it is important to lower effective corporate tax rate, bring down cost of capital and simplify regulatory and tax framework. Identify the related dimensions of business environment.</p> <p>a) Social and legal dimension</p> <p>b) Technological and political dimension</p> <p>c) Political and social dimension</p> <p>d) Economic and legal dimension</p>	1
6	<p>Manish works in a marketing firm. The management of the company promotes team work in order to facilitate coordination on the sales staff. During induction training Manish was guided that, as a manager he should always use the word WE instead of I in all his conversation with workers to foster team spirit. At the same time, he was urged to exhibit exemplary behaviour and not fall into temptation of misusing his powers. Identify and explain the two principles of management being discussed in the above case.</p>	2
7	<p>"Business enterprises do not exist in isolation". What do you infer from this statement.</p>	2
8	<p>Explain the concept of scientific management. List out any four techniques of scientific management</p>	2
9	<p>The organised restaurant sector in India has witnessed a double-digit growth during the year owing to consumer upsurge in eating out and ordering. This is accompanied by the change in the profile of consumers dining out – they are getting younger and are from more diverse backgrounds.</p>	3

	<p>After battling the turbulence caused by policy changes with demonetisation and the highway liquor ban, this sector is now experiencing growth. Moreover, a cut in GST from 18% to 5% has further given a boost to the markets in this segment.</p> <p>In the context of above case,</p> <ol style="list-style-type: none"> Identify and explain the related dimensions of business environment being discussed above by quoting the lines Also explain the term 'opportunities' and 'threats' with the help of examples given in the above paragraph. 	
10	<p>Rajat joined as a CEO of Bharat Ltd, a firm manufacturing computer hardware. On the first day, he addressed the employees. He said that he believed that a good company should have an employee suggestion system and he wished to minimize employee turnover to maintain organisational efficiency. He informed all employees that he would ensure that all agreements were clear, fair and there was judicious application of penalties. However, he said that the lazy personnel should be dealt with sternly to send the message that everyone one was equal in the eyes of management. Also, that he wants to promote a team spirit and harmony among employees and eventually minimise the need for using penalties. He also informed the group that they have to work hard for organisational objectives instead of their own interests.</p> <ol style="list-style-type: none"> Identify and explain any four principles of management given by Fayol by quoting the lines Also state any two values that Rajat wanted to spread in the organisation 	6
THE END		



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MARKING SCHEME

Qn. No		Marks
1	Interrelatedness	1
2	Gang boss	1
3	It helps in coping with rapid changes.	1
4	Mainly behavioral	1
5	Economic and legal dimension	1
6	The principles of management being referred here are Espirit De Corps and Subordination of Individual interest to general interest	2
7	The statement speaks about the concept of Business Environment. It consists of all those factors or forces that have an influence on the business and are external to firms. It includes various factors like social, legal, economic, political and technological environments	2
8	Scientific management means knowing exactly what you want men to do it in the best and cheapest way. The scientific management principles are developed by F.W.Taylor. the various techniques of scientific management include a) Functional foremanship b) Standardization and simplification of work c) Method study d) Motion study e) Fatigue study f) Time study g) Differential piece wage system	2
9	Social, economic, legal and political dimensions of business	3

10	The various principles of management being discussed here are initiative, stability of personnel, discipline, equity, esprit de corps and subordination of individual interest and general interest	6

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