

HALF YEARLY EXAMINATION (2025-2026)
 BUSINESS STUDIES
 CLASS-XII

TIME: 3 HOURS

MM: 80

General Instructions:

- 1) Answers to Q1-Q20 carry 1 mark.
- 2) Answers to Q21-Q24 carrying 3 marks should not exceed 60-80 words.
- 3) Answers to Q25-Q30 carrying 4 marks should not exceed 80 - 100 words.
- 4) Answers to Q31-Q34 carrying 8 marks should not exceed 150 - 200 words.
- 5) Attempt all parts of a question together.

FULL ANSWER MUST BE WRITTEN FOR MCQ QUESTIONS.

S.NO.	QUESTIONS	MARKS										
1	<p>"What distinguishes a successful manager from a less successful one is the ability to put the principles into practice." Which aspect of the nature of management is highlighted in the above statement? (a) Management as a science (b) Management as an art (c) Management as a profession (d) Management is an intangible force.</p>	1										
2	<p>According to the technique of Scientific management "Differential Piece Wage system" How much more will a worker making 60 units earn as compared to a worker making 49 units? If the standard output per day is 50 units and those who make standard output or more than standard get ₹75 per unit and those below get ₹ 65 per unit. (a) ₹4500 (b) ₹3185 (c) ₹1315 (d) ₹3250</p>	1										
3	<p>India has launched its most advanced Geo-imaging satellite which will allow better monitoring of the subcontinent, including its borders with neighbouring countries, by imaging the country 4-5 times a day. The satellite is capable of near real time monitoring of floods and cyclones. The factor constituting the Business Environment being discussed above is: (a) Social environment (b) Technological environment (c) Economic environment (d) Political environment</p>	1										
4	<p>The workers of a factory remain idle because of lack of knowledge of hi-tech machines. Frequent visits of engineer are made which cause high overhead charges. The method of training by which this problem can be removed (a) Apprenticeship training (b) Internship training (c) Vestibule training (d) Induction training</p>	1										
5	<p>Match the various communication barriers given in Column II with their respective categories given in Column I:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>P. Semantic Barriers</td> <td>(i) Distrust</td> </tr> <tr> <td>Q. Psychological Barriers</td> <td>(ii) Lack of proper incentives</td> </tr> <tr> <td>R. Organisational Barriers</td> <td>(iii) Symbols with different meanings</td> </tr> <tr> <td>S. Personal Barriers</td> <td>(iv) Status</td> </tr> </tbody> </table> <p>(a) P-(i), Q-(ii), R-(iii), S-(iv) (b) P-(iv), Q-(iii), R-(i), S-(ii) (c) P-(iii), Q-(i), R-(iv), S-(ii) (d) P-(ii), Q-(ii), R-(iv), S-(i)</p>	Column I	Column II	P. Semantic Barriers	(i) Distrust	Q. Psychological Barriers	(ii) Lack of proper incentives	R. Organisational Barriers	(iii) Symbols with different meanings	S. Personal Barriers	(iv) Status	1
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6 This element of directing highlighted below:
 This element of directing indicates the ability of an individual to maintain good interpersonal relations with followers and motivate them to contribute for achieving organisational objectives.



- (a) Supervision
 (b) Motivation
 (c) Communication
 (d) Leadership

7	_____ is an important principle/technique of management control based on the belief that an attempt to control everything results in controlling nothing. (a) Management by exception (b) Critical point control (c) Both (a) and (b) (d) Budgetary control	1
8	Which of the following incentives creates a feeling of ownership of the organisation among the employees and make them contribute to the growth of the organisation? (a) Bonus (b) Stock option (c) Retirement benefits (d) Productivity linked wage incentives	1
9	Many reputed business organisations keep a database of unsolicited applicants in their offices. Such job seekers can be a valuable source of manpower. A list of such job seekers can be prepared and can be screened to fill the vacancies as they arise. The source of recruitment discussed above is: (a) Direct recruitment (b) Casual callers (c) Labour contractors (d) Campus recruitment	1
10	Name the concept that refers to the number of subordinates that can be effectively managed by a superior and determines the number of levels of management in the organisation. (a) Organisation structure (b) Span of management (c) Hierarchy of authority (d) Delegation of Authority	1
11	Arrange the following steps in the process of organising in the correct sequence: (i) Assignment of duties (ii) Departmentalisation (iii) Identification and division of work (iv) Establishing reporting relationship (a) (i); (ii); (iv); (iii) (b) (iii); (ii); (i); (iv) (c) (iii); (ii); (iv); (i) (d) (ii); (iii); (i); (iv)	1
12	"Following a pre-decided plan, when circumstances have changed, may not turn out to be in the organisations interest." Identify the limitation of planning highlighted above. (a) Planning leads to rigidity (b) Planning may not work in a dynamic environment (c) Planning does not guarantee success (d) Planning reduces creativity	1
13	A strategy is what type of plan? (a) Single-use plan (b) Standing plan (c) Neither single use nor standing plan (d) Both single use and standing plan	1

	<p>financial system.</p> <p>Statement I: The aim of demonetisation is to create a less-cash or cash-lite economy, i.e., channelling more savings through the formal financial system and improving tax compliance.</p> <p>(a) Statement I is correct and Statement II is not correct. (b) Statement II is correct and Statement I is not correct. (c) Both the Statements I and II are correct. (d) Both the Statements I and II are not correct.</p>	1
15	<p>The CEO of Radhe Cycles Pvt Ltd, Mr. Kumar wants to get maximum output from the employees at a competitive cost. On the other hand, Ramakaant, an employee of the company wants to get the maximum salary while working the least. The principle of management given by Fayol being violated by Ramakaant is:</p> <p>(a) Remuneration (b) Equity (c) Discipline (d) Subordination of individual interest to general interest.</p>	1
16	<p>The technique of Scientific Management given by Taylor, which aims to establish interchangeability of manufactured parts and products is -</p> <p>(a) Method Study (b) Motion study (c) Standardization (d) Differential Piece wage system.</p>	1
17	<p>At which level of management coordination takes place in an organisation?</p> <p>(a) Top Level Management (b) Middle Level Management (c) Operational Management (d) All of these</p>	1
18	<p>Assertion (A): Planning without controlling is meaningless. Reason (R): Once a plan becomes operational, controlling is necessary to monitor the progress, measure it, discover deviations and initiate corrective measures to ensure that events conform to plans.</p> <p>(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). (b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A). (c) Assertion (A) is true and Reason (R) is false. (d) Assertion (A) is false and Reason (R) is true.</p>	1
19	<p>Crackers Ltd., a fire cracker manufacturing company launched some new products on the eve of Diwali which attracted many buyers. To meet the increased demand, the company employed children from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets that led to many accidents. Identify the important product related decision that was not taken into consideration by the company.</p> <p>(a) Branding (b) Packaging (c) Labelling (d) Grading</p>	1
20	<p>Priya Seth, a fashion designer, has launched a new range of dresses by the name, 'Sukrit'. To give her dresses a distinct image and to distinguish them from the competitor's products, she has designed a unique symbol with a distinct colour scheme. This symbol is available on all the labels, packaging and advertising campaigns of this new range of dresses. She has also registered this symbol to give it a legal protection against its use by other firms.</p> <p>From the following, name the term used to denote the symbol designed by Priya Seth in the above case:</p> <p>(a) Brand mark (b) Trade mark (c) Brand name (d) Brand icon</p>	1
21	<p>The marketing manager of Alpha Ltd. fixed the target for all the sales executives and gave them all the possible authority to achieve it. They were asked to submit to him their performance report at the end of the month. All of them did the same.</p>	3

	<p>On the receipt of report the expected and actual results of sales executives were compared. On the basis of this future course of action was decided. The sales executives also wrote in their report, the expectations of the customers from the company. The majority of them had written that they wanted the company to cooperate in the construction of Dharamshala, going on in the city. The marketing manager placed this demand before the Board of Directors. This was happily accepted.</p> <p>Identify the three functions of management highlighted in above para by quoting relevant lines.</p>	
22	<p>Bitcoin is a cryptocurrency and worldwide payment system. It is the first decentralized digital currency, as the system works without a central bank or single administrator. The network is peer-to-peer and transactions take place between users directly, without an intermediary.</p> <p>These transactions are verified by network nodes through the use of cryptography and recorded in a public distributed ledger called a block-chain. Bit-coin was invented by an unknown person or group of people under the name Satoshi Nakamoto and released as open-source software in 2009. The money can only be tracked when it is converted into cash. This public way of managing transactions has created the possibility of a huge revolution in the banking sector across the world.</p> <p>Identify and explain any two dimensions of business environmental being referred to in the above case.</p>	3
23	<p>Explain any three factors which affect the fixation of price of a product.</p>	3
24	<p>The diagram given below depicts the application of one of the principles of general management. Identify and explain it. What is the significance of the dotted line joining E and O?</p> <div data-bbox="494 907 845 1120" data-label="Diagram"> <pre> graph TD A --> B A --> C B --> D B --> E C --> F C --> G D --> H D --> I E --> J E --> K F --> L F --> M G --> N G --> O E -.- O </pre> </div>	3
25	<p>Textile manufacturer Super textiles reported 43% fall in its profits in the fourth quarter ending 31 March 2024, which is beyond the acceptable range 25% decided by the company. This was due to a higher fuel cost and a lower yield on account of demonetization. The company aims to implement cost saving measures by restructuring contracts and its business processes to meet its targets in the future.</p> <p>(a) Name the function of management discussed above. (b) Also identify and explain the steps of the function of management discussed above.</p>	4
26	<p>Explain the next four steps after setting-up of objectives in planning process.</p>	4
27	<p>Jay is working as the Chief Executive Officer of a soft drinks company. The company is doing its business in collaboration with a soft drinks company of France. Jay's friend, Swami a teacher of Business Studies in a reputed college was discussing the Marketing chapter with his students. He wanted clarity from Jay about the factors which affect the marketing decisions. Jay explained that there were a large number of factors affecting marketing decisions which may be divided into two categories: (i) controllable factors, and (ii) non-controllable factors. Jay further explained that controllable factors became marketing tools that can be constantly shaped and reshaped by marketing managers, to achieve marketing success.</p> <p>Identify and explain the set of marketing tools that can be constantly shaped and reshaped by marketing managers.</p>	4

28	<p>Identify the following functions of marketing:</p> <p>(a) Product designing and development (b) Customer support services</p>	4
29	Briefly explain any two types each of standing plan and single use plan.	4
30	<p>The elements of one of the concepts of management help to define the powers, duties and answerability related to the various positions in an organisation. This helps to avoid overlapping of duties and duplication of effort as it gives a clear picture of the work being done at various levels. Such clarity in reporting relationships help in developing and maintaining effective coordination amongst the departments, levels and functions of management.</p> <p>Identify the concept of management highlighted above and explain its elements.</p>	4
31	<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 considering group objectives superior to organisational objectives and 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> <ol style="list-style-type: none"> 1. Identify and state the organisational structure adopted by the company. 2. State two benefits and two limitations of the identified structure highlighted in the above case. 	6
32	Explain Maslow's Need Hierarchy Theory of motivation and its role in motivation of employees.	6
33	<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. 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>	6
34	<p>Alpha Ltd. was engaged in business of garment manufacturing and selling its products under a popular brand. The demand for their product was increasing. In order to keep the market share in short run, the company directed its existing workforce to work overtime but this resulted in many problems. Due to increase pressure of work the efficiency of workers declined. Sometimes workers worked under more than one superior. The departments which were producing one product were asked to produce more than one type of products. This resulted in lot of overlapping and wastage. The workers were becoming indisciplined. The spirit of team was also reducing. Workers were feeling cheated and their morale was declining. The quality of garments started declining and market share decreased. Based on this case answer the following question:</p> <p>Identify which principles of Henry Fayol were violated in above case.</p>	6