



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE**

CLASS XII- ASSESSMENT I -2023-24

DATE: /09/2023

BUSINESS STUDIES (054)

MARKS: 80

ANSWER KEY

Q. No.		Mark s
1	Top level	1
2	Economic	1
3	If a firm wants to attain product quality leadership, it should charge lower prices.	1
4	Societal Marketing concept	1
5	Liberalization	1
6	a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).	1
7	Personal selling	1
8	Divisional structure	1
9	Lobbying	1
10	Span of management	1
11	Standing plan	1
12	Demonetised	1
13	Exchange mechanism	1
14	Centralization	1
15	a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).	1
16	a. Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A)	1
17	Effectiveness	1

	1. Order Processing: 2. Transportation: 3. Warehousing: 4. Inventory Control:	
25	<p>Management does not meet the exact criteria of a profession. However, it does have some of the features of a profession. Justify</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. All over the world there is marked growth in management as a discipline. It is based on a systematic body of knowledge comprising well defined principles based on variety of business situations. This knowledge can be acquired at different colleges and professional institutes and through a number of books and journals. The subject of management is taught at different institutions. 2. There is no restriction on anyone being designated or appointed as manager in any business enterprise. Anyone can be called a manager irrespective of the educational qualifications possessed. Unlike professions such as medicine or law which require a practicing doctor or lawyer to possess valid degrees, nowhere in the world is it mandatory for a manager to possess any such specific degree. 3. There are several associations of practising managers in India, like the AIMA (All India Management Association) that has laid down a code of conduct to regulate the activities of their members. There is, however, no compulsion for managers to be members of such an association nor does it have any statutory backing. 4. The basic purpose of management is to help the organization achieve its stated goal. This may be profit maximisation for a business enterprise and service for a hospital. However, profit maximisation as the objective of management does not hold true and is fast changing. <p>Therefore, if an organization has a good management team that is efficient and effective it automatically serves society by providing good quality products at reasonable prices.</p> <p style="text-align: center;">OR</p> <p>‘Management is the process of working with and through others to effectively achieve organizational objectives by efficiently using limited resources in the changing environment.’ In the light of this statement, explain any four features of Management.</p> <p>Ans:</p> <ol style="list-style-type: none"> (i) Management is a goal-oriented process: (ii) Management is all pervasive: (iii) Management is multidimensional: (iv) Management is a continuous process: (v) Management is a group activity: (vi) Management is a dynamic function: (vii) Management is an intangible force: 	4
26	<p>Explain any four points regarding significance of principles of management.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Providing managers with useful insights into reality: 2. Optimum utilisation of resources and effective administration: 3. Scientific decisions: 	4

	<p>It promotes control and coordination within a department because of similarity in the tasks being performed.</p> <p>It helps in increasing managerial and operational efficiency and this results in increased profit.</p> <p>Limitations (2 mks)</p> <p>A functional structure places less emphasis on overall enterprise objectives than the objectives pursued by a functional head. Such practices may lead to functional empires wherein the importance of a particular function may be over emphasised. Pursuing departmental interests at the cost of organisational interests can also hinder the interaction between two or more departments.</p> <p>It may lead to problems in coordination as information has to be exchanged across functionally differentiated departments.</p>	
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