

CBSE Class 12 Business Administration 2023 - Set 357



Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) Please read the instructions carefully.
- (ii) This question paper consists of 24 questions in two Sections: Section A and Section B.
- (iii) Section A has Objective Type Questions whereas Section B contains Subjective Type Questions.
- (iv) Out of the given $(6 + 18) = 24$ questions, a candidate has to answer $(6 + 11) = 17$ questions in the allotted maximum time of 3 hours.
- (v) All questions of a particular section must be attempted in the correct order.
- (vi) Section A: Objective Type Questions (30 marks). This section has 6 questions. There is no negative marking. Follow the instructions given; marks are mentioned against each question/part.
- (vii) Section B: Subjective Type Questions (30 marks). This section has 18 questions; answer 11. Follow the instructions given; marks are mentioned against each question/part.

Section A

1. Answer any 4 questions out of the given 6 questions on Employability skills : $4 \times 1 = 4$

1(i). What should be the first step to become result oriented ?

1(ii). Which Menu option will you click to place spaces and images ?

- | | |
|------------|------------|
| (A) Format | (B) Tools |
| (C) Edit | (D) Insert |

1(iii). _____ are the individual pages of a presentation.

- | | |
|------------------|------------|
| (A) Templates | (B) Slides |
| (C) Thumb prints | (D) Sheets |

1(iv). _____ is about understanding one's own needs, desires, habits, behaviour and feelings.

- | | |
|---------------------|---------------------|
| (A) Self Awareness | (B) Self Motivation |
| (C) Self Management | (D) Self Confidence |

1(v). Entrepreneurs who identify the needs of the customers and create products or services to serve them are called _____ entrepreneurs.

- | | |
|--------------------------------|------------------------------------|
| (A) Service Entrepreneurs | (B) First Generation Entrepreneurs |
| (C) Professional Entrepreneurs | (D) Industrial Entrepreneurs |

1(vi). A _____ is a company that is in the first stage of its operations.

- | | |
|------------------------|------------------------|
| (A) Service company | (B) Start-up company |
| (C) Innovative company | (D) Government company |

2. Answer any 5 out of the given 7 questions : $5 \times 1 = 5$

2(i). "Management is an Art of getting things done through efforts of others." Which concept of management is being highlighted here ?

2(ii). Name the technique of Scientific Management which is of the view that all the qualities required by a supervisor cannot be found in one individual.

- | | |
|----------------------------|-----------------------------|
| (A) Motion Study | (B) Standardisation of work |
| (C) Functional Foremanship | (D) Simplification of work |

2(iii). The process of ensuring that actual activities confirm to planned activities is called _____.

- | | |
|------------------|----------------|
| (A) Coordination | (B) Organising |
| (C) Controlling | (D) Directing |

2(iv). _____ is the communication barrier which is concerned with the state of mind of both sender and receiver.

- | | |
|------------------------|------------------------|
| (A) Linguistic Barrier | (B) Physical Barrier |
| (C) Emotional Barrier | (D) Systematic Barrier |

2(v). Alderfer's ERG theory includes Expectancy of needs, _____ and growth.

- | | |
|----------------|-----------------|
| (A) Relevance | (B) Results |
| (C) Responsive | (D) Relatedness |

2(vi). Which approach of CSR helps in promoting sustainable business model ?

2(vii). Which of the following does not highlight the importance of Information Technology ?

- (A) Speed (B) Accuracy
(C) Relevance (D) Time Consuming

3. Answer any 6 out of the given 7 questions : $6 \times 1 = 6$

3(i). The usage of photographs, sketches, graphs to convey information is regarded as which type of communication ?

3(ii). Providing stability of Income and Pension Plans are examples of which type of needs ?

3(iii). "The managers must understand the needs and aspirations of the subordinates." Which characteristic of a good leader is highlighted in the statement ?

3(iv). Paying taxes regularly and honestly is a _____ responsibility of a business.

- (A) Economic (B) Legal
(C) Philanthropic (D) Social

3(v). Which principle of Management is violated if an employee is asked to receive orders from two or more supervisors ?

3(vi). Name the formal procedure used in an organization to evaluate the employees efficiency.

3(vii). Ashok is responsible for signing new business deals and entering into joint ventures with foreign companies. At which level of management is Ashok working ?

- (A) Lower level (B) Middle level
(C) Executive level (D) Top level

4. Answer any 5 out of the given 6 questions : $5 \times 1 = 5$

4(i). "Management cannot be seen but its presence can be felt in the way the organization functions." Which characteristic of management is being referred in the statement ?

4(ii). In _____ leadership style, the leader appreciates any innovative ideas given by his subordinates and frames policy only after consulting them.

- (A) Democratic (B) Authoritative
(C) Free-Rein (D) Autocratic

4(iii). Name the principle of Management which requires judicious application of penalties by management.

4(iv). Which of the following is not a major issue arising out of the growing reliance of business on information technology ?

- (A) Human Resource changes (B) Profitability
(C) Privacy Concern (D) Security threat

4(v). "Business is responsible for providing accurate and up-to-date financial position of the company." This responsibility is towards which interest group ?

4(vi). Identify the correct sequence of staffing process :

(i)	Recruitment	(ii)	Manpower Planning
(iii)	Induction and Orientation	(iv)	Placement
(v)	Selection		

- (A) (ii), (i), (v), (iv), (iii) (B) (i), (ii), (v), (iii), (iv)
(C) (ii), (v), (i), (iii), (iv) (D) (i), (v), (iii), (ii), (iv)

5. Answer any 5 out of the given 6 questions : $5 \times 1 = 5$

5(i). What is not true about the concept of Neo Classic Approach ?

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|---|---|
| (A) It gives importance to human and social aspects of workers. | (B) Workers act as member of group. |
| (C) Formal leaders play an important role in enforcing group norms. | (D) Workers share tasks, information and knowledge. |
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5(ii). Super foods Ltd. has reduced the sugar and fat levels of its cookies in response to changing customers needs and tastes. This strategy suggests that management is _____.

- | | |
|-------------------------|-----------------------------------|
| (A) an intangible force | (B) a group activity |
| (C) a dynamic function | (D) a multi disciplinary activity |
-

5(iii). What is meant by 'Profession' ?

5(iv). Name the type of organizational structure framed as per the product line.

5(v). Which theory of Motivation was propounded by William Duchi ?

5(vi). "Communication should be well planned, logical and sequential presentation of information." Which aspect of effective communication is being referred in the above statement ?

- | | |
|--------------|--------------|
| (A) Concise | (B) Concrete |
| (C) Coherent | (D) Clear |
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6. Answer any 5 out of the given 6 questions : $5 \times 1 = 5$

6(i). Name the last step in controlling process.

6(ii). Mention any one aspect of Information Technology.

6(iii). "Management must implement practices which encourage long term commitment of employees." Which principle of Management is being referred here ?

6(iv). One of the following is an advantage of Functional Structure. Identify it.

- | | |
|---------------------------|------------------------------------|
| (A) Flexibility | (B) Personalised attention |
| (C) Higher specialisation | (D) Responsibility for end results |
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6(v). _____ possesses alluring personality and is able to encourage team members to get the work done.

- | | |
|-------------------------|-----------------------------|
| (A) Charismatic Leader | (B) Persuasive Leader |
| (C) Intellectual Leader | (D) Transformational Leader |
-

6(vi). "Group members often feel directionless as there is no one to guide them." This is a disadvantage of which leadership style ?

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|---------------------------|------------------------------|
| (A) Free Rein Leadership | (B) Authoritative Leadership |
| (C) Democratic Leadership | (D) Participative Leadership |
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Section B

Answer any **3** out of given **5** questions on Employability skills in **20-30** words each : $3 \times 2 = 6$

7. Explain any two ways by which aspiring entrepreneurs can identify new business opportunities.

8. List any four presentation softwares.

9. Who are Service Entrepreneurs ?

10. An entrepreneur is stressed due to his personal problems which is also affecting his business. Write any two ways in which he can manage stress and concentrate on his business.

11. "People with borderline personality disorder essentially lack a sense of self-worth." Comment.

Answer any **3** out of the given **5** questions in **20-30** words each : $3 \times 2 = 6$

12. State any two advantages of Authoritarian Leadership style.

13. Distinguish between Intellectual and Institutional Leaders on any one basis.

14. Explain the concept of 'Job Enrichment.'

15. Explain 'Procedure' as a type of plan with suitable example.

16. State any two aspects of Mental Revolution as propounded by Taylor.

Answer any **2** out of the given **3** questions in **30-50** words each : $2 \times 3 = 6$

17. State any three advantages of Informal Communication.

18. Explain the concept of Gang Plank with suitable example.

19. Radhika works as a sales manager in XYZ Ltd. which deals in cosmetics. She gave very fruitful ideas to the Senior Sales Manager to increase the sales during Pandemic situation. Her ideas were accepted and company saw a huge rise in the profits. Her name was printed in companies newsletter as 'Employee of the year 2022'. Identify and explain the types of incentives highlighted in the above case.

Answer any **3** out of the given **5** questions in **50-80** words each : $3 \times 4 = 12$

20. Rahul is a well known businessman in the field of Organic food. He owes the success of his business to his own education in Agriculture and Business Management. He also owes it to his team members and consultants. He feels that efficient management of human and material resources is essential for achievement of objectives of any organization. Do you agree with Rahul ? Explain any three reasons in support of your answer.

21. Adya Ltd. is manufacturing garments and aims to increase the profits by at least 20% in the next quarter. It has various options available to achieve their targets as given below :

1. Increase sale price.
2. Using waste material to manufacture stuffed toys.
3. Purchase new high speed machines.

The company chooses 'using waste material' as the best alternative to achieve their goals.

1. Identify the function of management involved in the above case.
2. State the steps of the identified function.

22. A, B, C are partners. They are into a business of exporting Indian Handicraft items. They earned a net profit of ₹ 10,00,000 in the year 2020-21. In the year 2022 they decided to make their presence online. But C was not comfortable with this decision. You are their business consultant. Suggest any four advantages of doing E-business to C.

23. Tasty Pvt. Ltd. a company engaged in the manufacturing of frozen snacks, does not follow the government regulations of marking green dot for vegetarian ingredients and red dot for non-vegetarian ingredients on their label. Identify and explain the kind of Social Responsibility being ignored by the company.

24. "Leadership is the process of influencing the activities of an organized group towards goal achievement." In the light of the above statement, discuss the significance of leadership in modern times.

- End of Question Paper -