

CBSE Class 12 Business Administration 2024 - 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 out of the given 6 questions on Employability Skills : $4 \times 1 = 4$

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

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

1(ii). 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

1(iii). Name the ministry which has set-up skill council for Green Jobs.

1(iv). _____ is the ability to control one's emotions, thoughts and behaviour effectively in different situations.

- (A) Motivation (B) Selfishness
(C) Self-management (D) Self-belief

1(v). Deepak has a feeling of inferiority, rejection and criticism. What type of personality disorder is this ?

- (A) Borderline (B) Avoidant
(C) Dependent (D) Obsessive

1(vi). _____ is important in communication as it helps in knowing whether the receiver has understood the message or not.

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

2(i). Management cannot be seen but its presence can be felt. Which characteristic of management is highlighted in the given statement ?

- (A) Group activity (B) Dynamic function
(C) Intangible force (D) Continuous process

2(ii). The technique used by Taylor for distinguishing efficient and inefficient workers :

- (A) Differential piece wage system (B) Time study
(C) Motion study (D) Method study

2(iii). "There are inefficient communication channels within the organisation". Which hurdle of communication is being referred here ?

- (A) Emotional (B) Systematic
(C) Attitudinal (D) Psychological

2(iv). To create a desire among employees to perform to the best of their ability is an important element of directing. Name it.

2(v). Which of the following are part of social responsibilities of business towards consumers ?

- (i) Proper system for accomplishment and promotion.
(ii) Improving efficiency of business operations.
(iii) To supply goods at reasonable prices.
(iv) To provide an opportunity for being heard and address grievances.

Choose the correct option :

- (A) (i) and (ii) (B) (iii) and (iv)
(C) (ii) and (iii) (D) (i) and (iii)

2(vi). Name any one type of Financial Incentive.

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). “As a manager Amit aims at reducing cost and increasing productivity.”

Identify the importance of management highlighted in the given statement.

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|--|---|
| (A) Management helps in determining objective. | (B) Management encourages innovation. |
| (C) Management helps in creating dynamic organisation. | (D) Management helps in efficient use of resources. |

3(ii). Name the principle of management which prevents dual subordination.

3(iii). The experience gained while controlling the operations will help improve the process and function of _____.

- | | |
|----------------|---------------|
| (A) Planning | (B) Directing |
| (C) Organising | (D) Staffing |

3(iv). In which leadership style the leader appreciates any innovative ideas given by his subordinates and frames policy only after consulting them ?

3(v). Which theory of Motivation was propounded by William Ouchi ?

3(vi). “Communication should be well planned, logical and sequential presentation of information.” Which aspect of effective communication is being referred in this statement ?

3(vii). Which approach of Corporate Social Responsibility helps in providing funds and skills ?

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

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

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

4(ii). Name the Principle of Management which requires judicious application of penalties by management.

4(iii). Identify the correct sequence of Staffing process :

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

Choose the correct option :

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

4(iv). State any one feature of Formal Communication.

4(v). What is the key characteristic of a charismatic leader ?

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|--|--|
| (A) Relying on formal authority | (B) Motivating and inspiring followers |
| (C) Establishing strict rules and procedures | (D) Giving employees complete freedom to make decisions. |

4(vi). What is meant by job enlargement ?

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 Classical Approach ?

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|--|---|
| (A) It gives importance to human and social aspect of workers. | (B) Workers act as member of group. |
| (C) Formal leaders play an important part in enforcing norms among the members of group. | (D) Workers share tasks, information and knowledge. |
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5(ii). Zinger 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 _____.

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|-------------------------|----------------------------------|
| (A) An intangible force | (B) A group activity |
| (C) A dynamic function | (D) A multidisciplinary activity |
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5(iii). The last step in controlling process is :

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|--------------------------------|---|
| (A) Establishment of standards | (B) Taking remedial action |
| (C) Measurement of performance | (D) Comparison of Actual and Standard performance |
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5(iv). For convenient facilitation of business processes the organisation makes use of _____ software for better integration.

- | | |
|-----------------------------------|----------------------------------|
| (A) Enterprise Resource Planning | (B) Consumer Programme |
| (C) Electronic Exchange Programme | (D) E-business Resource Planning |
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5(v). Give an example of economic responsibility of business.

5(vi). Write any one disadvantage of Free-Rein Leadership style.

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

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

6(ii). One of the following is an advantage of functional structure. Identify.

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|-------------------------|------------------------------------|
| (A) Flexibility | (B) Personalised attention |
| (C) High specialization | (D) Responsibility for end results |
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6(iii). Which of the following is not a feature of profession ?

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|----------------------------------|------------------------------|
| (A) Restricted Entry | (B) Professional Association |
| (C) Systematic Body of knowledge | (D) Service Motive |
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6(iv). Which of the following is a desirable feature of leadership ?

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|--|---|
| (A) One directional influence from leader to follower. | (B) Coercive power and authority |
| (C) Lack of freedom | (D) Coexistence of leaders and managers |
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6(v). Which of the following are the branches of Classical Approach of Management ?

- (i) Scientific Management
- (ii) Administrative Management
- (iii) Human Resource Management
- (iv) Bureaucratic Theory

Choose the correct option :

- | | |
|----------------------|-----------------------|
| (A) (i), (ii), (iii) | (B) (ii), (iii), (iv) |
| (C) (i), (ii), (iv) | (D) (i), (iii), (iv) |
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6(vi). Suraj is being placed at a higher job position with more salary and responsibility. Name the concept.

Section B

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

7. Explain Environmental Barriers to entrepreneurship.

8. Mention any two benefits of a Green Job.

9. What is a Spreadsheet ? Name the three main types of data which can be entered in a spreadsheet.

10. Write any two steps to overcome personality disorders.

11. Why is listening skill important in communication ?

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

12. List any two aspects of Mental Revolution as propounded by Taylor.

13. Explain 'Supervision' as an element of Directing.

14. Write any two disadvantages of Democratic Leadership Style.

15. Explain 'Group Incentive' as a Non-Financial Incentive for motivating an employee.

16. How can a leader help in building team spirit and create confidence among the subordinates ? Explain.

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. "What distinguishes a successful manager from a less successful one is the ability to put the principles into practice." Which aspect of nature of management is highlighted in the above statement ? State any two of its features.

19. "Motivation can be positive or negative". Explain.

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

20. A, B and C are partners. They are into a business of exporting Indian Handicraft items. They earned a profit of ₹ 1,00,000 in the year 2022-23. In the year 2023 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.

21. Krish, Reena and Yogesh are siblings. They are also partners of a business of manufacturing Herbal cosmetics. The profit for the year ending March 31, 2023 was ₹ 10,00,000. Before distributing profits, they donated 10% of profits to an NGO, as charity for welfare of educationally backward section of the society. They also provided incentives to the employees of their organisation. Identify and explain the types of social responsibilities being adhered to by Krish, Reena and Yogesh.

22. Company Creta Ltd. is facing a lot of problems from past one year. It manufactures white goods like microwave, washing machine, air conditioners. The company's margins are declining. The profits and market share are also steep low. The production department blames marketing department for not meeting sales target and marketing department blames production department for producing low quality products. Finance department blames both the departments for declining return on investment.

(i) Identify the concept of management being highlighted in the above case.

(ii) Explain any three points of importance of the identified concept.

23. "An effective leader possesses certain qualities which differentiates him from common man." Explain any four qualities of a good leader.

24. The CEO Rajeev of XYZ Ltd., an automobile company dreams of his company becoming the best player in future, for which he feels thinking process has to be very effective. He has a very efficient team of people working at various levels. But he is in the habit of overseeing the execution work and not letting the Heads of the department take the decision. This adds to his stress level and decreases efficiency. He is unable to maintain a balance between administration and management functions.

(i) Identify the level of management at which Rajeev is working.

(ii) State any one function of the level of management identified.

(iii) Differentiate between administration and management on the basis of nature and functions, so that Rajeev can work efficiently and effectively.

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