

Self Assessment Paper

General Instructions :

1. This question paper contains 34 questions.
2. Marks are indicated against each question.
3. Answer should be brief and to the point.
4. Answers to the questions carrying 3 marks may be from 50 to 75 words.
5. Answers to the questions carrying 4 marks may be about 150 words.
6. Answers to the questions carrying 6 marks may be about 200 words.
7. Attempt all parts of the questions together.

1. Which level of managers are responsible for coordination: [1]
(a) Lower (b) Middle
(c) Upper (d) All levels
2. "Once a plan is formed by the top management and is conveyed to the whole team, it is very difficult to alter it." Identify the limitation of planning stated in the given line. [1]
(a) Planning leads to rigidity. (b) Planning is time-consuming.
(c) Planning reduces creativity. (d) Planning does not guarantee success.
3. "Management is required in each and every form of the organisation. It is practiced in Family, Club, Government, and Army and business organisation."
Which feature of management is being highlighted above: [1]
(a) Management is pervasive (b) Management is universal
(c) Management is group activity (d) Management is goal-oriented
4. "Possession of educational knowledge from reputed management colleges is an important aspect and desired quality in case of Management."
Identify the characteristic of the profession that Management does not fulfil in the statement being discussed above. [1]
(a) Ethical code of Conduct (b) Professional Association
(c) Restricted Entry (d) Service Motive
5. 'During Prime Minister's second address to the nation on the COVID-19 outbreak, on his appeal, the entire country showed a sense of solidarity and respect towards the doctors, nurses and other medical staff, sanitation and health workers, police force and all those who are tirelessly working in this fight against corona. Also, millions of Indians turned off their lights. They lit up balconies and doorsteps with lamps, candles and flashlights on Sunday, April 5, in response to Prime Minister Narendra Modi's appeal to "challenge the darkness" spread by the coronavirus crisis. Thus, he has unified the country like never before.' [1]

Identify the dimension of the business environment stated above:

- (a) Social environment (b) Economic environment
(c) Technological environment (d) Legal environment
6. According to _____ principle, teams with the same objective should be working under the direction of one manager, using one plan. This will ensure that action is properly coordinated. [1]

- (a) Discipline (b) Unity of Command
(c) Unity of Direction (d) Order

7. 'Increased life expectancy of people and increased awareness for health care have increased the demand for many health products and services like diet Coke, fat-free cooking oil, and health resorts. New health products and services have, in turn, changed people's lifestyles.' [1]

Identify the feature of business environment being described above.

- (a) Inter-related (b) Relative
(c) Specific and general forces (d) Universal

8. 'The main aim of every manager is to coordinate the activities and functions of all individuals to common goal.' Identify the characteristic of coordination discussed above: [1]

- (a) Coordination ensures unity of action
(b) Coordination is a deliberate function
(c) Coordination is a continuous process
(d) Coordination is an all-pervasive function

9. Name the function of human relationship in the organisational structure with competent staff. [1]

- (a) Planning (b) Organising
(c) Staffing (d) Directing

10. Identify an important principle of management control in which a manager should focus on key result areas where deviations are not acceptable and it should be attended on the priority basis. [1]

- (a) Management by control (b) Control by exception
(c) Critical point control (d) Both (a) and (b)

11. "It is important to clarify who will report to whom in order to eliminate any chances of conflicts and confusions. The outcome is the formation of hierarchical structure of management." Which step of organising process is stated here? [1]

- (a) Identification and division of work (b) Departmentalisation
(c) Assignment of duties (d) Establishing reporting relationships

OR

'Dreams can be turned into reality when managers think in advance what to do and how to do it.' Identify the process indicated by the statement. [1]

- (a) Planning (b) Organising
(c) Directing (d) Staffing

12. Match the concept of marketing in Column I with their respective definition in Column II. [1]

Column I		Column II	
(a)	Brand name	(i)	Legally registered brand or part of brand
(b)	Brand mark	(ii)	Verbal component of a brand
(c)	Trademark	(iii)	Recognised in the form of symbol, colour, etc. but non-utterable

- (a) (ii), (iii), (i) (b) (i), (ii), (iii)
(c) (i), (iii), (ii) (d) (ii), (i), (iii)

OR

A coffee serving company named 'Planetcups' is thinking of increasing its customer base. Earlier it was serving a medium cup of at a higher price for the high-income group. In order to bring the lower middle class in its reach it has decided to give an additional cup with a cup of coffee. People have reacted positively to this step of the company and gradually its customer base is widening. Which element of marketing mix is going to be affected by this decision of 'Planetcups'. Identify the element of marketing mix in the given case. [1]

- (a) Product (b) Price
(c) Place (d) Promotion

Read the following text and answer question No. 13-16 on the basis of the same:

A pan masala company recently made an advertisement. The advertisement shows that the employer is only giving promotion and special treatment to employees because they are eating pan masala. Advertising is not liked by people, and the company has to consider a new strategy. The company wants to have a way to influence potential customers in the best possible way without wasting energy, while ensuring repeated purchases due to the development of relationships with customers. One of the company's competitors also made a lot of money by selling pan masala. The company always launches new products under the parent company's brand name. The packaging of their pan masala is good. Whenever customers use it, they throw a pack of pan masala after eating. In order to stand out from the competition, the company recently took a step. One of its flavours has been patented.

13. Which component of promotion mix do you think company is thinking of adopting? [1]
(a) Advertising (b) Personal selling
(c) Sales promotion (d) Public relations
14. Which advantage of branding has been highlighted in the above case? [1]
(i) It helps in product identification. (ii) It ensures quality.
(iii) It helps in introducing of a new product. (iv) It enables a firm to charge differential pricing.
15. Which type of packaging has been highlighted in the above case? [1]
(a) Primary packaging (b) Secondary packaging
(c) Transportation packaging (d) None of these
16. The term related to branding which has been highlighted in the above case is: [1]
(a) Trademark (b) Logo
(c) Design (d) Brandmark

Read the following text and answer question No.17-20 on the basis of the same:

In a colony, several people bought mosquito rackets from a company. Most rackets become useless within two months. Rishank, one of the residents of the colony, decided to submit the case to the Consumer Court, but the residents did not unite. He felt very lonely on this issue. The price of the racket is 450 pounds. At the same time, a friend of Rishank is a journalist and he reported the incident in the daily newspaper. When the company learned of this situation, it decided to take a milestone step. The company decided to return the take back or repair all faulty rackets of the community residents. The whole story took an interesting twist, when a technician of the company told the management that in the instruction manual it is specified to clean racket every month. When questioned, it was found that residents who had problems with the rackets, including Rishank, did not clean their rackets a month later.

17. Which important aspect from the consumer's point of view is highlighted in the above case? [1]
(a) Unorganised consumers (b) Instruction manual
(c) Moral justification (d) Sue the company
18. At which level of consumer court could Rishank apply for the claim of his loss? [1]
(a) District Forum (b) State Commission
(c) National Commission (d) None of these
19. Which consumer responsibility was not followed by the residents of Rishank's colony? [1]
(a) Taking cash memo (b) Following manual instructions
(c) Buy only standardised goods (d) Assert yourself to ensure that you get a fair deal

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20. Which consumer right was helped protected by the company? [1]
 (a) Right to be informed (b) Right to safety
 (c) Right to consumer education (d) Right to choose
21. 'Art is the skilful and personalized applications of existing knowledge to achieve desired results and some kind of ingenuity and creativity is required to practice its basic principles learnt.' Pick up points from the statements and explain the same to prove that management is an art. [3]

OR

'Management is a complex activity that has three dimensions.' Do you agree? Explain how? [3]

22. Explain 'Vestibule Training' and 'Apprenticeship Programme' as methods of training and classify them as on-the-job and off-the-job methods of training. [3]
23. If performance matches the standard, managers may assume that everything is under control. In such a case the managers do not have to intervene in the organization's operations. But if the performance falls short of standards, then what should be the next step to be taken by management. [3]
24. State any three protective functions of Securities and Exchange Board of India. [3]

OR

Explain the following functions of Stock Exchange: [3]

- (i) Contributing to economic growth
 (ii) Spreading equity cult
25. Manav wanted to bring some changes in his company. One of those changes was the establishment of new software in the organisation. The software has the capability to judge the performance of all the employees. Thus it makes them more accountable. However, recently it so happened that the employees resisted Manav's decision. After a lot of thinking on the issue he decided to call a meeting to address their needs and performance. He told them that with the installation of the new software their needs would be fulfilled and the best-performing employee would be rewarded. [4]
 Thus, he was able to bring down the resistance level of the employees.
 (i) Which concept of directing is applied by Manav in the above case?
 (ii) Which one benefit of this concept has been highlighted in the above case?
26. Kunal joined as a shop level manager in the Production department of a textile company in the year 2005. Because of his good work, he became the Deputy Production Manager of the company in the year 2010. He had status and prestige and was well-respected by all in the company. On 1st March, 2019, he was promoted as the General Manager of the company. Kunal was very happy on his promotion as now he had become what he was capable of becoming. As a good manager, Kunal decided to motivate his subordinates, after understanding the Need Hierarchy theory which is based on various assumptions. He realised that people's behaviour is based on their needs and the manager can influence the behaviour of his employees by satisfying their needs. [4]
 (i) One of the assumptions of Need Hierarchy theory is stated in the above paragraph. State the other three assumptions of this theory.
 (ii) State the needs of Kunal which are being satisfied through promotion.
27. Identify the function of management which refers to the process of guiding, instructing, counselling, motivating and leading people in the organisation to achieve objectives. Explain any three features of this function. [4]

OR

Identify and explain the elements of directing in the following cases:

- (i) Kavita is a CEO. She has recently replaced Mr. Anuj who was an unsuccessful CEO. The profits of the company fell to a new low during his time. Kavita has a lot of challenges in front of her, major being the lack of enthusiasm in the organisation. In order to set things right she is trying to set a personal example in front of the employees by working with dedication and putting 16 to 17 hours in her job on a daily basis.
- (ii) Akash works in a telecom company. He is leading a team of more than 100 employees. Daily he drops messages to them, convenes meeting and arranges a suggestion box in his department. He listens to the advices and suggestions of his subordinates very carefully and tries to implement them wherever possible. He is quite clear in his delivery of messages and conveys his thoughts properly. [4]

28. Explain how does financial planning ensures availability of adequate funds at the right time and check excess funding. [4]

OR

Length of production cycle affects the working capital requirements of an organisation. Explain how. Mention two more factors affecting the working capital requirements of an organisation. [4]

29. 'G. Motors' is the manufacturer of sophisticated cranes. The Production Manager of the company, reported to the Chief Executive Officer, Ashish Jain that one of the machines used in manufacturing sophisticated cranes had to be replaced to compete in the market, as other competitors were using automatic machines for manufacturing cranes. After a detailed analysis, it was decided to purchase a new automatic machine having the latest technology. It was also decided to finance this machine through long-term sources of finance. Ashish Jain compared various machines and decided to invest in the machine which would yield the maximum returns to its investors. [4]

(i) Identify the financial decision taken by Ashish Jain.

(ii) Explain any two factors affecting the decision identified in (i) above.

30. What is meant by money market? Explain any three instruments used in money market. [4]

31. "Management of every enterprise can be benefitted from being aware of different dimensions of business environment." Explain any four such dimensions. [4]

32. "It is an important philosophy that implies systematic distribution of managerial authority at every level of the management." Identify the concept stated above and give any four points explaining its importance. [6]

OR

Planning facilitates decision-making. Do you agree? Give any four reasons in support of your answer. [6]

33. Voltage fluctuations have been common and quite high in India. They harm our electrical appliances like television, refrigerators and air conditioners, often leaving them in a permanently damaged condition. N-Guard Company decided to manufacture stabilizers for North India where the voltage fluctuation ranges from 220V-230V. Once the demand for the North India was taken care of, they decided to launch stabilizers of varying voltages from 90 V -260V for meeting the requirements of voltage fluctuations in other regions of India also. Three engineers were appointed for South, West and East regions of India, as the voltage was different in all the three regions. Though all the engineers were appointed to manufacture stabilizers but the product differed from region to region.

(a) Identify the Organisational Structure of NGuard Company.

(b) State any two advantages and two limitations of the structure identified in the above para. [6]

34. "Ordinarily both the terms 'Marketing' and 'Selling' carry the same meaning, but modern thinkers differentiate between the two terms on various grounds. Differentiate between the two on any six such grounds. [6]

OR

'Advertising has become an important tool of modern marketing mix.' Explain. [6]

Finished Solving the Paper ?
Time to evaluate yourself !
<https://qr.go.page.link/Ctnqq>

OR

SCAN THE CODE

For elaborate Solutions

OSWAAL COGNITIVE LEARNING TOOLS

The advertisement features a grid background with various educational icons like a pencil, a ruler, a protractor, a compass, and a book. A central illustration shows a hand holding a smartphone with a QR code on the screen, and a young boy looking at the phone. The text is arranged in a clean, modern layout with a mix of bold and regular fonts.