

## LEARN THE MANTRA TO TOP IN BIZ

THE EXAM CELL, ST KABIR HIGH SCHOOL, AHMEDABAD, OFFERS YOU A BUSINESS STUDIES PAPER TO PRACTICE AND GET PERFECT

## GENERAL INSTRUCTIONS

- 1 Answers to questions carrying 1 mark can be from one word to one sentence.
- 2 Answer to questions carrying 3 marks can be from 50 to 75 words.
- 3 Answer to questions carrying 4-5 marks should be about 150 words.
- 4 Answer to questions carrying 6 marks should be about 200 words.
- 5 Attempt all parts of a question together.

Q.1 How taxation policy affects dividend decision? [1]

Q.2 'Managers at all the levels need to perform the controlling function to keep a check on the activities in their respective areas of operation.' Which feature of controlling is being referred to? [1]

Q.3 What is meant by Span of Management? [1]

Q.4 Give any two remedies that can be made available to an aggrieved consumer. [1]

Q.5 State giving reason, whether the working capital requirement of a Designer Boutique will be high or low. [1]

Q.6 Who is considered as 'First Line Managers'? [1]

Q.7 State any two characteristics of an ideal plan. [1]

Q.8 Identify the type of formal communication in which a superior gives instructions to his subordinate. [1]

Q.9 Explain the type of training that is suitable to train the employees to handle highly sophisticated machinery and equipment. [3]

Q.10 Define Money Market and discuss its features. [3]

Q.11 Identify and explain the importance of that function of management which initiates the action in an organization. [3]

Q.12 Differentiate between functional and Divisional Structure. [3]

Q.13 A Construction company got a contract for constructing a foot-over bridge. It appointed an engineer to take charge of the same. The engineer was instructed that the work should be



completed within a period of two months with maximum cost of 5,00,000. Any negative variation in the cost beyond 5% should be brought to the notice of authorities immediately. He was also asked to keep a special check on the supply of construction material as if it is not supplied in time then, the entire project would get delayed. Which concept is being referred to? Discuss. [3]

Q.14 Komal bought a car worth 500000. After driving it, she found that the A.C. of the car stopped functioning. She approached the dealer who refused to look into the matter. [4]

(a) Suggest her suitable authority where she can file a complaint under the Consumer Protection Act, 1986.

(b) What procedure will be followed by the concerned authority to redress her grievance?

Q.15 The Plant Superintendent of Girish Mills was due to retire by the end of the year. In spite of the availability of experienced supervisors who can be promoted to handle this responsibility, still the Human Resource Manager gave an advertisement in the 'Situation Vacant' column of the newspaper. [4]

(a) Which source of recruitment was followed by Human Resource Manager? State any one benefit of this source.

(b) What values have been ignored by him While deciding the source of recruitment?

Q.16 Harshit wanted to invest his surplus funds into some profitable opportunities. He was

advised by his friend to buy the shares of some companies. He did not know the formalities to be fulfilled for the same, so his friend acquainted him with a famous broker. The Broker asked him to fill a client registration form and to open a Demat account. [4]

(a) What is meant by Demat Account and What is its purpose?

(b) List out the other steps that will be followed for the purpose of buying of shares through the stock exchange.

Q.17 The companies in the field of network marketing generally rely heavily on developing relation with the prospective consumers by conducting events, workshops and seminars thereby spreading the awareness about its products and its usage. [4]

● Which concept is being referred here? Discuss its role in the field of marketing?

Q.18 Shells Pvt. Ltd. was the distributor of musical instruments. It had four departments named Purchase, Quality, Marketing and Finance headed by their respective managers. Although, they were given the power to get the work done from their subordinate, still all the major departmental decisions were taken only after the approval of Mr. Sunil, the Managing Director, of the company. The Marketing Manager once received an order for the supply of 200 different instruments to Music School. Mr. Sunil at that time had gone abroad with his family. The Marketing Manager could not communicate to him about it and as such they lost the order to their competitors. [4]

(a) Which concept of Management is being

referred to in the above situation?

(b) How can its uses benefit the company?

(c) Which style of leadership is displayed by Mr. Sunil?

Q.19 Ballerina, a greeting card company, provided pre-written cards for every occasion. This formula made it successful in USA and UK. To get the benefit of the hi-tech consumers who made use of computer more in their lives, Ballerina even launched a website for e-greetings. Inspired by its success, it decided to enter France. But to their shock, as compared their target of covering around 60% of the young population, they could not even reach the figure of 10% as the people of France preferred to write their feelings in the card on their own rather than the readymade standardized message. [4]

(a) What does the above case tell about the nature of business environment?

(b) Which dimensions of business environment have been discussed? Quote the lines to support your answer.

Q.20 Which type of communication is known as Grapevine and why? Also, discuss its importance in an organization. [5]

Q.21 Management is an inexact science. Do you agree? Give reasons. [5]

Q.22 Suraksha, a cottage industry, owned by Janavi, got a huge order from an export unit for the supply of 5000 designer Diyas within a month. To supply this order on time, she took stock of the existing resources both physical and human. She also anticipated the future conditions that might impact her business, like the availability of raw material, price level changes, power supply, etc. Since the order was huge, so she needed more labour. She could procure them from the nearby village where labour was abundant, or to involve the uneducated and differently abled youth of her area. She decided to opt for the second option as that would not only benefit her but would also generate employment opportunities in the society. [5]

(a) Which function of management is performed by Janavi?

(b) State two steps that she still needs to fulfill to complete the process of the aforesaid function.

(c) State any two values that she considered while taking the decisions for her business?

Q.23 A garment manufacturing unit is facing a

problem of accumulation of obsolete stock due to frequent changes in fashion industry. The Marketing Manager came up with an idea to clear off the excess stock lying with them. They offered 'Free dinner coupons worth 500 on purchase of 500 on purchase of 6000 and above.' [6]

(a) Which type of promotional tool is used by the company? Identify it and explain 3 techniques of it.

(b) What limitations does this tool suffer from?

(c) Identify and explain the Marketing Management philosophy being followed by the company.

Q.24 Reh. Cables, a small cable manufacturing Company, was facing a lot of problem in their manufacturing process. It had different functional departments headed by the functional managers. Each department had a goal to achieve. At times, the workers in the production department would get the instructions from the marketing manager as well. This caused a little confusion in the minds of the workers. To discuss the problems, the supervisor directly approached the Managing Director who then called for interdepartmental meeting with the production manager, marketing manager, supervisors and the representatives of workers from both the departments. [6]

● By quoting the relevant lines, identify the principles of management followed and violated in the above case.

Q.25 Anand Ltd. was running a successful business of manufacturing and selling electric bulbs, decided to diversify in the field of electric cables. For this, it needed to install a new plant the minimum cost of which was Rs 2 crores. It had retained earnings amounting to Rs 50 lakh but the rest was to be raised from the market. The finance manager was given the responsibility to decide the different sources from where the remaining financial requirement could be fulfilled. [6]

(a) Which financial decisions are involved in the above case?

(b) Discuss two factors each to be considered for the above mentioned financial decisions.

These questions and the marks alongside are meant for practice purpose only. Students are advised to check format, syllabus and marks for Board test papers with their teachers. Questions have been given by teachers and NIE is not responsible for them.

## Stay calm and sleep well



Sakshi Bothra, Carmel High School, Bengaluru, shares her trailblazing story

Q Describe the study plan you followed while preparing for the boards.

I solved board question papers of the past five years in all subjects and the last 10 years' papers in mathematics. Being an ICSE student, the board's official website [cisce.org](https://www.cisce.org) was quite useful. The formats for the English language paper and the answer keys to the previous years' question papers, which were available online, were key boosters in my preparation.

Q How did you deal with the pressure to perform?

Staying calm, ensuring I got at least eight hours of uninterrupted sleep and an hour of physical activity kept me rejuvenated and energetic through the day. These factors increased my capacity to study and concentrate better.

Q What was the key to your success?

Positive action, determination, dedication and hard work. I am thankful to my school, teachers and parents for their guidance and support. It helped me secure 98% marks, even though I did not attend any tuitions. Trusting my teachers, paying attention in class and regularly completing my assignments helped me score good scores.

Q What would you like to tell future aspirants?

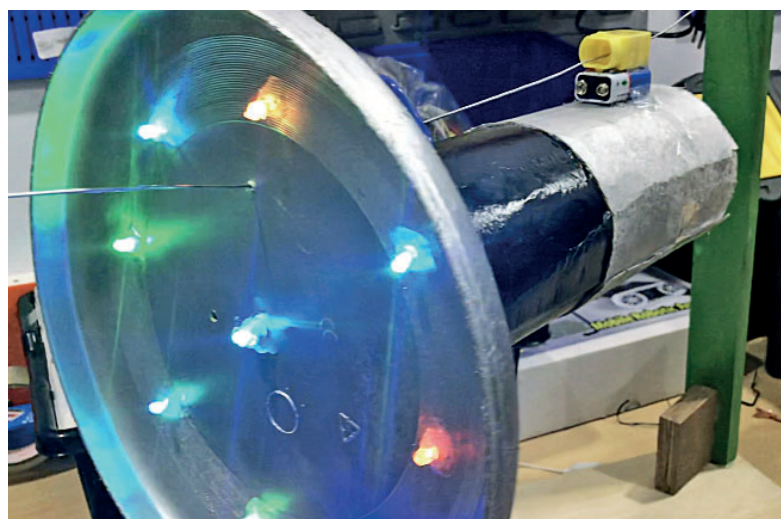
| MARKS IN ICSE CLASS X       |     |
|-----------------------------|-----|
| English                     | 94  |
| Hindi                       | 99  |
| Math                        | 97  |
| Science                     | 97  |
| History, Civics & Geography | 100 |
| Computer Applications       | 100 |
| Percentage                  | 98% |

Be consistent in your studies from the first day. That way you won't have to rush through your revision in the last minute. Disconnect yourself from online games and social media at least in the last two months. This will help you study in a better way and achieve your goals.

## MY SCHOOL PROJECT BUSSARD RAMJET ENGINE

## WHAT IS IT?

- It is a working representation of the Bussard Ramjet Engine.
- The engine is a hypothetical spacecraft.
- It uses hydrogen as an inexhaustible fuel (as hydrogen is abundant in the universe).
- This is done with the help of thermonuclear fusion.
- We got the idea of creating this after reading Micho Kaku's 'Physics of the Impossible'. The objective is to understand the functioning and application of Ramjet Fusion Engines.



## HOW WE WENT ABOUT IT



First, we constructed the Scoop made out of a frisbee. We spray-painted the frisbee with silver colour and drilled holes across it. We placed 9 LEDs representing Hydrogen Nuclei on it.

Next, we coloured the cardboard that would be wrapped around a two-litre bottle to represent the tank and the fusion reactor. We cut holes in the bottle for the wires to pass through. We wrapped the cardboard around the bottle, placed a PVC pipe and fixed the wiring for the fan and LEDs. The last step was to make the model's base. We used some chunks of wood, cut them to size and nailed them together. Finally, we put the parts together with the help of string and hot glue.

## THE BRAIN BEHIND

- The idea was proposed in 1960 by physicist Robert W Bussard
- Bussard, an American physicist, worked primarily in nuclear fusion energy research.
- The theory was popularised by Carl Sagan.

## WHAT WE LEARNT

While doing research about the Bussard-Ramjet Engine, we learnt about various other types of engines such as the Ramjet Engine and Jet Engine. We got to learn about the history of the Bussard-Ramjet Engine (several renditions) and its popularity in pop culture. We understood the problem of the lack of development in space travel and thought of solving it by researching and spreading awareness about the Bussard-Ramjet Engine and its applications.

Its applications range from deep-space research to drone/rover deployment. We learnt about nuclear fusion and its usage in space travel. We learnt how to arrange electrical circuits and manage power sources to make circuits efficient.

## WHAT ARE THE KEY FEATURES?

- Ionised hydrogen is taken in by the Scoop at the front
- It is shot at the Lithium-6 nuclei in the fusion reactor
- The released energy is propelled out of the exhausts along with the products
- This creates a thrust of 1g or (10m/s<sup>2</sup>)

## POWERED TO GO TO...

| Destination      | Distance (Light years) | Time (Years) |
|------------------|------------------------|--------------|
| Alpha Centauri   | 4.3                    | 3.6          |
| Tau Ceti         | 11.9                   | 5.1          |
| 40 Eridani       | 16.3                   | 5.7          |
| The Pleiades     | 444                    | 11.9         |
| Crab Nebula      | 6,500                  | 17.1         |
| Galactic core    | 28,000                 | 19.9         |
| Andromeda Galaxy | 25,00,000              | 28.6         |



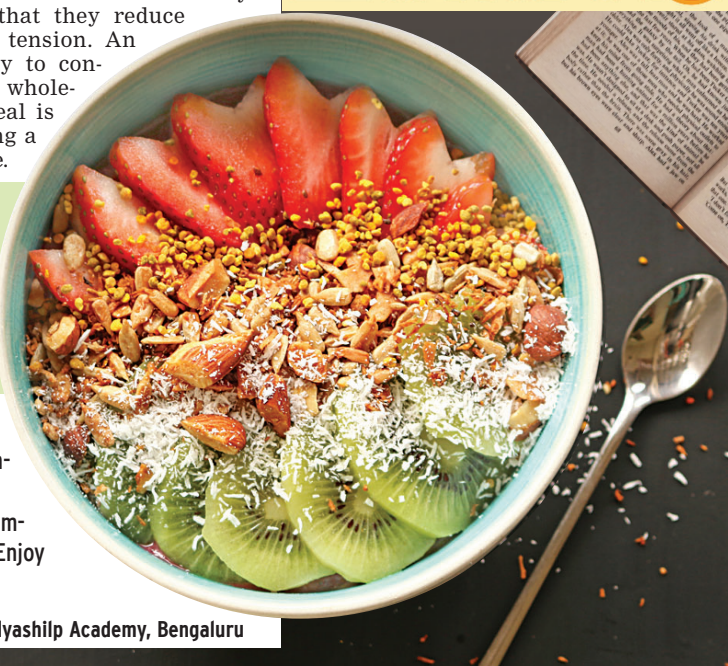
Eshupriyeh Belgotra, Class X (MYP 5A), NES International School Mumbai IB World School

## Simply smoothie

I love having snacks throughout the day! However, it is important to consume 'brain food' while studying as it boosts energy levels in our body.

I usually try a mix of various nuts like almonds, pistachio, walnuts and seeds such as flax and sunflower which provide nutrients and help me focus.

It is also good to consume dairy products as they are rich in probiotics. It has been scientifically proven that they reduce nervous tension. An easy way to consume a wholesome meal is by having a smoothie.



## INGREDIENTS

- A bowl of fruits of your choice
- Milk
- Nuts like almonds, pistachios, etc
- Granola and other toppings of your choice

## METHOD

Blend the fruits and milk until you get a smoothie consistency. Pour it into a tall glass. Garnish with some neatly sliced nuts. Top with nuts, crumbled cookies, banana slices or whipped cream. Enjoy your wholesome drink.

Ananya Rao, class IX, Vidyashilp Academy, Bengaluru