



# THE GURUKUL INSTITUTE

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## BUSSINESS STUDIES XII

1. Name the function of management, which reviews the operations in a business unit.(1)
2. The principles of management are different from those used in pure science. Write any one difference. (1)
3. List any two organizational objectives of management. (1)
4. Why did Taylor develop the technique of “Method Study”? (1)
5. What is “Critical Point Control”? (1)
6. What do you mean by the term “Environment Scanning”? (1)
7. Name the level of management engaged in assembling the required resources. (1)
8. “The increased awareness for health care have increased the demand for many health products like diet coke, fat free cooking oil etc.” This statement signifies which feature of Business Environment? (1)
9. Name the network of informal communication, which lead to rumors. (1)
10. The finance manager decides how much profit should be distributed to shareholders and how much should be retained in the business. What is the appropriate term used to describe the decision taken by the finance manager in this case? (1)
11. Distinguish between the concept ‘Product and Production’ in marketing keeping following on the base: - (a) Focus (b) Means (c) Ends. (3)
12. Explain any three impacts of Government Policy changes on business and industry. (3)
13. Explain any three features of Planning. (3)
14. “Training is beneficial both for the organization as well as for the employees”. Explain any one benefit of training towards the organization and any two towards the employees.(3)
15. Maria Limited assured their employees that, in spite of recession no worker will be retrenched from the job: -
  - a. Name and explain the type of incentive offered to the employees.
  - b. Explain one more incentive of the same category. (3)
16. Sam, Tom and Joseph have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform: -
  - a. Purchase of raw materials
  - b. Purchase of machinery
  - c. Production of toys
  - d. Arrangement of finance
  - e. Sale of toys
  - f. Identifying the areas where they can sell their toys
  - g. Selection of employees.

In order to facilitate the work they thought that four managers should be appointed to look after.

- a. Production
- b. Finance
- c. Marketing
- d. Personnel.

- A. Identify the functions of management involved in the above-mentioned paragraph.

- B. Quote the lines from the above paragraph, which help you in identifying this function.
- C. State the steps followed in the process of this function of management. (4)
17. Explain "Method and Rule" as types of Plan. (4)
18. R.B.I is the controller and guide of banks in India. In the field of Stock Market, an institution similar to R.B.I is there. Name the institution and give its three functions (4)
19. "Controlling is an indispensable function of management". Do you agree? Give three reasons in support of your answer. (4)
20. Distinguish between NSEI and OTCEI on the basis of: -
- Establishment
  - Security traded
  - Objective
  - Paid up capital
- (4)
21. Suppose a sales person is asked to clinch a deal with a buyer and is allowed to give 10% discount by the Marketing Manager but Finance Manager tells him not to offer more than 5%. Which principle is violated here? Explain. Give two violating effects of the above principle and how can it be over come. (5)
22. How are the shareholders likely to gain with loan components in Capital employed? Explain with suitable example. (5)
23. Explain the first five process of staffing. (5)
24. What do you mean by labeling? Explain any three functions of labeling. (5)
25. Explain the nature of Co-ordination. (5)
26. Various tools of communication are used by the marketers to promote their products. Answer the following questions: -
- A} Why do companies use all tools at the same time?
- B} Name & explain the most commonly used non-personal tool of promotion which is paid for by the markets.
- C} Which tool of promotion will primarily be used for the following?
- To get good corporate image without being paid for.
  - An existing product meant for man usage by literate people.
  - To introduce new product to a particular class of people through door to door visits

{ OR }

"Roman Publication Co" has published a new book titled "Intermediate Business". As a Marketing Manager, how would you determine the price of the book? (6)