



THE GURUKUL INSTITUTE

PLOT 5C, 2ND FLOOR, COMPLEX, SEC-13, OPP. JAIPURIA SCHOOL,
VASUNDHARA, GHAZIABAD (U.P). CELL: 9810780903

TIME- 3 hrs.

Business Studies – XII

M.M- 100 Marks

1. Why is it said that recruitment is a positive step in the process of staffing? (1)
2. Why is it said Management Principles are universal? (1)
3. Is controlling 'The end' of Management function cycle? Give reason in support of your answer? (1)
4. List any two principles of "scientific Management" formulated by Taylor for managing an organization. (1)
5. "A good leader does not wait for opportunities but creates them". Which quality of a good leader is highlighted by this statement? (1)
6. What is the basic difference between "units of command" and functional foremanship? (1)
7. "Planning involves choice" How? (1)
8. Give one reason behind the importance of training? (1)
9. Which type of complaints can be lodged by consumers? (1)
10. Why is selection considered as a negative process? (1)
11. Explain briefly the concept and importance of coordination? (3)
12. Distinguish between primary and secondary markets? (3)
13. Explain any three functions of marketing? (3)
14. What do you mean by (a) IPO (b) Rights Issue and (c) Preferential Issue? (3)
15. State any three features which highlight the role of Publicity? (3)
16. Mention the various dimensions of business environment? (4)
17. "Decentralisation is an extension of delegation of authority" Explain. (4)
18. Explain briefly the first four steps in the process of planning? (4)
19. "Planning is an empty exercise without controlling". Explain the statement through examples. (4)
20. Distinguish between NSE and DTC. (4)
21. List five functions performed by distribution channel. (5)
22. What do you mean by 'on the job training'? Explain any two methods of on the job training. (5)
23. Explain the concept of working capital. Briefly explain three factors that determine the working capital of a company. (5)
24. Discuss the difference between the contribution of Taylor and Fayol. (5)
25. Explain any five factors affecting financing decision in any business enterprises? (5)
26. Write a note on Downward communication and Upward communication. (6)

(OR)

Explain Semantic and Psychological barrier to communication.

27. Explain the factors affecting dividend Policy of a company. (6)

(OR)

Explain briefly the objectives of financial management.

28. Explain the qualities of Good Leader. (6)

(OR)

What is marketing mix? Explain different elements (or components) of marketing mix.

29. What are the characteristics of a good brand name? Explain. (6)

(OR)

Explain the following sales Promotion activities:

(i) Discount (ii) Product combinations (iii) Financing (iv) Lucky draw

30. What are the remedies available to consumer under consumer Protection Act, 1986? Discuss. (6)

(OR)

Explain in brief, any four rights of consumer as provided under the consumer Protection Act, 1986.

EXPECTED QUESTION BY:

SANJEEV VAID