

Sample Paper – 2012
Class – XII
Subject – Business studies

Time:3Hrs

SET -A

M.M: 100

GENERAL INSTRUCTIONS

1. Answer to questions carrying 1 mark may be from one word to one sentence
2. Answer to questions carrying 3 marks may be from 50 to 75 words
3. Answer to questions carrying 4-5 marks may be about 150 words
4. Answer to questions carrying 3 marks may be about 200 words
5. Attempt all part of question together

1. In an organization employees does not have the right to give suggestion about any matter of the organization. Which principle of management is violated and write any one adverse effect of such violation of management principle 1
- 2 What is the main objective of Fatigue study 1
- 3 'Increased awareness for health care have increased the demand for fat free oils'. Which feature of Business Environment is highlighted by this point 1
- 4 Differentiate between procedure and method as type of plan 1
- 5 What a manager must do for effective implementation of plan 1
- 6 Give any one advantage of job rotation in an organization 1
- 7 Give any two sources of internal recruitment 1
- 8 Why management is supposed to focus only on Key Result Areas which are critical to the success of an organization 1
- 9 Name any two legislation which provide protection to consumer 1
- 10 Mohan Lal purchased a new car for Rs. 25,50,000 on 3rd march 2010. On 25 April he noticed some Manufacturing defect in the engine of the car. He file a complain to the Manufacturer which company rejects. Give your suggestion to Mohan Lal regarding
 - a) Which consumer forum he should file complain
 - b) Within what period complain should be lodged 1
- 11 Explain the organizational objectives of management 3
- 12 What is financial planning ? Explain any two importance of financial planning 3
- 13 Explain any three objective Which financial management must achieve in order to maximize the Shareholders Wealth 3
- 14 Differentiate between primary market and secondary market(any three). 3
- 15 Your company Rimjim Ltd has launched a new product of Baby milk. Following Brand names are suggested for the product. As a marketing manager select the

best brand name and also give reasons in support of Answer for selecting or not selecting a particular name

- a)Amula b) Milikiyano- India c) Mamta 3
- 16 “Co-ordination is the essence of Management”. Explain 4
- 17 Explain any four importance of business environment 4
- 18 Explain any four importance of downward transfer of authority from superior to subordinate 4
- 19 Ramesh was an angry receiver due to which he was not able to understand the meaning of message properly. Identify the type of barrier to communication and explain any three causes o such barrier 4
- 20 Explain in any four responsibilities of consumer to safeguard their interest 4
- 21 Explain the following principle of man agent
a) Unity of direction b) Harmony not discard 5
- 22 “planning is not the guarantee for success” . Do you agree? Explain by giving five reasons in support of your answer 5
- 23 Explain the various steps involved in the process of control. 5
- 24 Explain SEBI on the basis of
a) reasons for establishment b) Functions 5
- 25 A company appoints salespersons to contract prospective buyers and create awareness about product with the aim of making sale. Explain any thee importance each of such selling to the Businessman and customer 5
- 26 What factors must be kept in mind while determining the choice of channels of distribution

OR

Explain the following functions of marketing (2+2+1+1)

- a) Marketing research
b) product designing and development
c) consumer support services
d)Standardization and grading
- 27 What is motivation? Explain any four types of incentives which satisfies the Esteem needs of the employees
OR 6
- A,B,C,D,E and D were chitchatting about the behavior of the superior in a canteen. Explain the type of communication it is along with its networks

- 28 Explain type of organizational structure is designed to group similar or related jobs together? Explain any two advantages and disadvantages each of such organization

OR

Explain the process that initiates implementation of plans by clarifying jobs and working relationships and effectively deploying resources for attainment of identified and desired results

- 29 Explain any six factors Which affects the working capital requirement of a business

OR

Explain any six factors determining the long term dividend policy

- 30 Training is beneficial both for the organization, as well as for the employees. Explain any three benefits of training towards the organization and three towards the employees

OR

Explain the process of selection in an organisation

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