

Sample Paper – 2012
Class – XII
Subject – BUSINESS STUDIES

MARKS: 100

TIME: 3 HRS

General Instructions:

- Answer to question carrying 1 Mark may be from one word to one sentence
- Answer to questions carrying 3 Marks may be from 50 to 75 words
- Answer to questions carrying 4-5 Marks may be out 150 words.
- Answer to questions carrying 6 Marks may be out 200 words

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|---|---|
| 1. Management is a complex activity indicates which characteristics of management. | 1 |
| 2. List out any two important functions of operations level management. | 1 |
| 3. Differentiate between a policy and a procedure. | 1 |
| 4. Miss. Acacia wants to buy Yellow metal. As an aware customer how can she be sure about the quality of the same? | 1 |
| 5. At which level of packaging, the immediate container is referred to? | 1 |
| 6. Give the meaning of deviation as used in the control function of management? | 1 |
| 7. Workers come in which level of management? | 1 |
| 8. What is meant by grapevine communication? | 1 |
| 9. Prohibiting advertisements with regard to alcohol products in Doordarshan channel, indicates which environmental factor? | 1 |
| 10. Name the Taylor's principle of management which acts as an strongest motivator to the worker for achieving the standard performance? | 1 |
| 11. Discuss the role and purpose of SEBI? | 3 |
| 12. There are certain barriers in communication which results in difference of opinion between the superior and subordinate. Identify and explain 3 of its types? | 3 |
| 13. What is meant by budgetary control? State any three advantages. | 3 |
| 14. Mention clearly the role of a supervisor in a business organization? | 3 |

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15. Why a business has to give due importance to business environment? 3
16. Explain the ways and means of consumer protection? 4
17. In an electrical goods manufacturing company there are four activities namely Finance, Personnel, Production and Marketing. As a General Manager which type of organizational structure would you adopt? Further give three valid reasons that supports your answer? 4
- 18.a. Name and explain the Management principle where unnecessary work activities which are less in demand must be eliminated by the business.
b. What do you mean by control by exception? (2+2)
19. What are the important elements of a physical distribution mix? 4
20. Disease and Medicine are colleagues working in as production and sales manager respectively. In an interdepartmental meeting Disease informed Medicine about a change in the remunerative policy of the Company.
a. Identify the type of communication used in the above statement?
b. Name and explain any three networks of the type of communication identified in Part(a) 4
21. Distinguish between a “Capital market” and “Money market” on the following basis-
a. Participants b. Instruments traded c. Duration of securities d. Expected return e. Safety. 5
22. Why financial planning is very important to every business concern? 5
23. How are PERT & CPM interlinked? List out the various steps involved in the same. 5
24. Which source of recruitment is required to bring new blood in the organization? Explain any two advantages and two limitations of this source? 5
25. To satisfy the social and psychological needs of employees which type of incentives are needed? Explain any four types of such incentives? 5
26. What are the steps taken by the management in the planning process? Explain 6
OR
Is planning actually worth the huge costs involved? Elucidate
27. Explain briefly the steps in the process of organizing? 6

OR

Explain the meaning and process of delegation of authority?

28. Elucidate briefly the three main financial decisions which are generally taken
by the finance manager? 6

OR

What is meant by capital structure? Explain the factors that determine the capital structure of a Company?

29. "Directing is not required at all in management of an organization"-do you agree.
Give any five reasons which supports your answer? 6

OR

Explain the process of motivation?

30. "Traders ltd has decided to sell their new bike at Rs.4000 less than the actual price"
a. Name the technique of sales promotion which is adopted in the above concept?
b. Explain four other techniques with examples. 6

OR

"Right from the era of industrial revolution to the current context the philosophies of
marketing play an pivotal role to every business concern"-elucidate.

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