

# THE GURUKUL INSTITUTE

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PLOT 5C, 2ND FLOOR, GANAPATI COMPLEX, SEC-13, OPP. JAIPURIA  
SCHOOL, VASUNDHARA, GHAZIABAD (U.P)  
BUSSINESS STUDIES XII

1. Different techniques were developed by Taylor to facilitate principles of scientific management. One of them is 'Fatigue Study'. What is the objective of this study? (1)
2. Just after declaration of Lok Sabha Elections 2009 results, the Bombay stock exchange's price index (Sensex) rose by 2100 points in a day. Identify the environmental factor which led to this rise.
3. 'Management is multi-dimensional'. Enumerate any two dimensions of management. (1)
4. List any two principles of 'Scientific Management' formulated by Taylor for managing an organization scientifically? (1)
5. Give meaning of the term 'Deviation' as used in the control function of management. (1)
6. Which two steps in the process of control are concerned with compelling events to conform to the plan? (1)
7. State any two impacts of change of government policy on business and industry. (1)
8. 'A good leader does not wait for opportunities but creates them.' Which quality of a good leader is highlighted by this statement. (1)
9. Managerial activities are performed in all types of organisations in all departments and at all levels. Which management character is highlighted here? (1)
10. Name the type of investment decision which relates to short-term and affects day to day operations of a company
11. Rajat a sales manager, achieved his sales targets one month in advance. This achievement was displayed on the notice board & a certificate for the best performance was awarded to him by the CEO of the company.
  1. Name the incentive provided to Rajat.
  2. Identify the type of incentive.
  3. List two other incentives of the type identified in part (2). (1+1+ )
12. Explain the steps involved in the process of planning. (3)
13. State any three features of a good brand name. (3)
14. Explain any three features of Business Environment. (3)

15. Despite internal sources of recruitment being economical why do companies not always use this source ? Explain any three reasons. (3)
16. "Failing to plan is planning to fail." Explain with suitable Examples. (4)
17. The employees of Manik Ltd., a software company, have formed a Dramatic group for their recreation. Name the type of organization so formed and state its three features. (4)
18. You are a management guru. You have been asked by a business firm to make its managers understand the importance of controlling. Give any four arguments. (4)
19. What does the abbreviation 'SEBI' stand for? Explain the term sensex. How many shares are included in the sensex? (4)
20. Define primary market. State any two methods of issuing securities in primary market. (4)
21. "Success of an organization largely depends upon its management" Explain any five reasons to justify the statement. (5)
22. In your school, you observe that books are kept in office, chalks in the library and office records in the staffroom.
- How will that affect the achievement of school objectives? Which aspect of management is lacking here and Why? As a manager, what steps will you take to rectify the short comings? (5)
23. Explain the process of selection of employees in an organisation. (5)
24. State any five factors which help in determining the working capital requirements of a company. (5)
25. State any five functions of marketing from the management viewpoint. (5)
26. Explain the term Organisational Structure. Distinguish between Functional and Divisional structure on the following bases :i. Formation ii. Managerial development iii. Responsibility iv. Suitability

OR

'Delegation of Authority is necessary in all types of organizations'. Explain any four reasons in support of your answer. (6)

27. Identify the method of sales-promotion in the following cases :

- (i) A mobile company offers a discount of Rs. 1000 to clear off excess inventory.
- (ii) A customer gets Rs. 5 off on return of an empty wrapper while making a new purchase of the same product.
- (iii) A Company offers a pack of ½ kg. of sugar with the purchase of a 5 kg. bag of wheat flour.
- (iv) A company offers 40% of extra shaving cream in a pack of 500 gms.
- (v) Scratch a card and get a gold coin with the purchase of a cold drink.

(vi) Purchase goods worth Rs. 50,000 and get a holiday package worth Rs. 10,000 free.

OR

Identify the type of products in the following cases and give one example of each type :

(i) Purchase of goods in which buyers devote considerable time to compare quality, price and style.

(ii) Consumer products which are purchased frequently, immediately and with least time and efforts.

(iii) Consumer goods having attained brand loyalty with some specific features because of which people make more efforts in their purchase. (6)

28. 'Good and effective directing should be based upon certain principles. Explain any three principles of Directing.

OR

“Supervision is an important element of directing function’. Explain any four reasons in support of the above statement. (6)

29. The Board of Directors has asked you to design the capital structure of the company.

Explain any six factors that you would consider while doing so. OR (6)

Every manager has to take three major decisions while performing the finance function. Explain them. (6)

30. Consumer Protection Act provides some Rights to the consumers. Explain any four rights of a consumer as per the Act. OR

Non-Government Organizations perform several functions for the protection and promotion of interests of consumers. State any six functions performed by them. (6)