

Guess Paper – 2014
Class – XII
Subject – BUSINESS STUDIES

Time 3hrs

Maximum Marks-90

- 1.a.Mr. "Intelligent" was axed by a seller to the extent of Rs.200 paisa, Name the ultimate level jury who can award justice to him.
b.Which function of management cross checks the standard performance with the actual performance of events.
c. "Catch them young" logo depicts which external source of recruitment.
d.Why directing is also called as management in action? 1
- 2.a.Does planning always leads to success?
b.What is the professional name for the term "Intermediaries" ?
c.Name the principle of Taylor where employees gives due regards for each others.
d.Give the dictionary meaning for the term "Gang Plank" 1
- 3.a.What is the role of a leader in the Laissez Faire style?
b.Why informal organization is basically flexible in nature?
c.In the concept of public relations why stakeholders are only informed about the happenings of the company?
d.Management of people+work= ? 1
- 4.a.What is T+2 days in financial marketing?
b.In which source of finance does the general public normally prefer to invest?
c.Giving Rs.5000 as a discount while purchasing a car for Rs.5,00,000 indicates which sales promotion technique.
d.Name the type of plan which is continuously used in the business concern. 1
- 5.a.What style of leadership is portrayed when the leader shows complete rigidity towards his followers?
b.Why coordination is called as the essence of management?
c.Name the two steps in the controlling process which confirms to actual happenings of events.
d."Punishment must be common to all levels of management" indicates which principle of management? 1
- 6.a.What is the time duration of "Induction training"?
b.How superior and subordinate develops personnel understanding in informal organization?
c.Name the type of barrier which is temporary in nature?
d.A manager has to complete the work within a planned cost of Rs.25,but he has taken only Rs.20 for completing the work.Is the manager is efficient or effective or both. 1

- 7.a. Indicate the leadership style when a young leader and an aged follower gets mingled for achieving the targets of the business.
 b. Why selection is called as a negative process?
 c. What is "Grapevine communication"?
 d. Which economic reform is concerned with transferring the power from the public sector to the private sector? 1
- 8.a. From Taylor's point of view, what does thumb refer to?
 b. As an aware customer, how will you ensure the quality for gold?
 c. What do you mean by the term "wealth" in business finance?
 d. Why a business cannot totally rely on the business environment? 1
- 9.a. What do you mean by the term "Platform area" in managerial levels?
 b. "Management principles are not tailored solutions for all kinds of managerial problems"- Highlight the nature of management principle.
 c. What do you mean by the term "Product design"?
 d. Name the popular version of informal communication network? 1
- 10.a. "Smokers die younger" reflects which environmental factor.
 b. Why it is only in Staffing, human beings are considered as an important asset?
 c. Name the type of plan which is considered as a comprehensive plan.
 d. What are financial assets? 1
- 11.a. Despite of a good plan, a manager finds that initiatives taken by his subordinates is reduced in the Work. What can be the reason?
 b. Why consumer protection Act, give protection only to the ultimate consumer?
 c. What is the basic objective of the New Industrial policy of 1991?
 d. As a marketer, which promotion mix would you follow permanently when the customers are only confined within a small area? 1
- 12.a. What is managerial control?
 b. FERA Act has been replaced by which Act?
 c. What is span of control?
 d. Against whom a complaint can be filed in the consumer forum? 1
13. Clearly state the relationship between planning and controlling. 3
14. Highlight the inferiority of the functional organizational structure business. 3
15. "Every employee in the organization is imbued with certain personal barriers"-elucidate briefly. 3
16. "Planning is not a remedy for all kinds of managerial problems"-comment on a three point scale basis. 3

17. Identify the relevant management principles/techniques and explain the same-
- Restricting the products only to few varieties for earning profits and saving cost.
 - The activity which creates loyalty and devotion among the employees.
 - The concept which portrays the best way of doing the work. (1+1+1)
18. Explain by giving any three reasons why understanding of business environment is important for managers? 3
19. "Lack of proper management results in wastage of time, money and efforts" -do you agree with this statement? give any four reasons in support of your answer. 4
20. What are the different remedies which are available to exploited consumers? 4
21. What are the various controlling steps which a business must follow for achieving the targets? 4
22. a. Miss Nilanjana's father Mr. Nirmal runs a small fruit stall. Miss Nilanjana, a History Graduate wants to give a helping hand to her father's fruit stall business. But her father Mr. Nirmal wants her to take a job in the outside arena.
As an individual to whom you will support. Give two reasons as a support for your answer.
b. A textile company is very keen to start its own production unit in a thickly populated urban area. As an aware corporate citizen discuss the plus and minus of the decision. (2+2)
23. As an investor what formalities would you will normally undergo while buying the securities of a public limited company. 5
24. a. Name and explain the source of recruitment which discourages new blood into the business.
b. Why training is considered as an important pre-requisite for any business concern? (3+2)
25. Explain the various impacts of Government policy on business and industry. 5
26. Specify and write in detail the technique of Taylor which is based on principle of specialization. 5
27. a. "The Corporate image of a company depends on the amount of dividends which the company pays to its equity shareholders" -In the light of this statement, write in detail the factors affecting the dividend decision of the company.
or
Name the concept which acts as a blue print with regard to the financial resources of a business. Explain in detail its significance. 6
28. a. "In today's commercial World, it is normally said that the role of a participative leader is enormous" -prove your answer by stating the features and merits of such leadership style.
or

b. Name and explain the incentive types which give mind satisfaction to the employees at the end of each day's hardwork. 6

29.a. What is De-mat account? List out the various procedures for opening a de-mat account.

or

b. Explain in detail the role and merits of depository services to the investor 6

30a. Elaborate the various factors which decide the choice of channels, which in turn enables the business to make product available at the right time and right place.

or

Name and explain the two concepts individually which act as a "Silent Salesmanship" while marketing the products. 6

**THE GURUKUL
INSTITUTE**

13/5C, GANPATI COMPLEX, OPP. JAIPURIA SCHOOL,
VASUNDHARA, GHAZIABAD. CELL : 9810780902 / 3

www.thegurukulinstitute.in