

**Sample Paper – 2014**  
**Class – XII**  
**Subject – BUSINESS STUDIES**

**MAX.MARKS:100**

**TIME: 3 HOURS**

**GENERAL INSTRUCTION:**

- i).Answer to questions carrying 1 marks may be from one word to one sentence.
- ii).Answer to questions carrying 3 marks may be from 50 to 75 words.
- iii).Answer to questions carrying 4-5 marks may be about 150 words.
- iv).Answer to questions carrying 6 marks may be about 200 words.

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|---|---|
| 1. Anything minus management results nothing. Here what is meant by nothing?  | 1 |
| 2.How effective administration is possible through organizing?<br>1   |   |
| 3.Why selection is called the negative process?   | 1 |
| 4.What is meant by span of control?   | 1 |
| 5.State any one advantage of training for employees.  | 1 |
| 6.Which function of management ensures that actual activities confirm to planned activities?<br>1                     |   |
| 7.Define the term Insider trading.<br>1   |   |
| 8.Define the term financial planning.<br>1  |   |
| 9.What was the main objective of MRTP Act?<br>1   |   |
| 10.Ravi wants to buy an electronic press. Being an aware customer how he has to be assure about its standard quality? |   |
| 11.How principles of management are derived?  |   |
| 12.Give any three limitations of planning.<br>3   |   |
| 13.'Decentralization is the extension of delegation'. Discuss.<br>3   |   |
| 14.'A firm has to focus on wealth maximization of equity shareholders'. Discuss.<br>3                                 |   |
| 15.How operating cycle affect the requirement of working capital?<br>3  |   |
| 16.Explain any four rights of a consumer.   | 4 |

- 17.State the steps involved in planning process. 4
- 18.Differentiate between Formal and Informal Communication.  
4
- 19.Explain any four marketing management philosophies.  
4
- 20.Explain any four limitations of advertising. 4
- 21.What is the importance of Business Environment? 5
- 22.What is meant by Functional Structure? Also state its two advantages and disadvantages. 5
- 23.Explain any three modern techniques of controlling. 5
- 24.'SEBI is the watchdog of stock market'. Discuss. 5
- 25.Write a note n Functional Foremanship. 5
- 26.Explain management as a profession. 6
- Or
- Explain any six principles of management.
27. Which function of management helps in obtaining right people and putting them on right job? Give any five points of importance of the function.  
Or
- Explain the steps involved in Staffing process.
28. State any six qualities of a good leader. 6
- Or
- Explain Need Hierarchy Theory of motivation.
29. Equity shareholders are likely to gain with more debt components in capital structure. Discuss with suitable example. 6
- Or
- What do you mean by Dividend decision? Also determine the factors affecting dividend decision.
- 30 .Explain any six functions of marketing management. 6
- Or
- Write a note on following: a. Price skimming                      b. Penetration pricing.
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