

SUBJECT –BUSINESS STUDIES
CBSE Class 12th
Guess Paper

MM- 80

TIME-3Hrs

General Instructions:

- (i) Answer to questions carrying 1 mark may be from one word to one sentence
- (ii) Answer to questions carrying 3 marks may be from 50-75 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
- (v) All the questions are compulsory
- (vi) Attempt all parts of a questions together

1. In fashion industries it is difficult to predict what is going to happen in the future. Identify which characteristics of the business environment is highlighted. 1
2. Which type of organisaion does not follow the scalar chain. 1
3. Is selection positive or negative process? Why? 1
4. Explain the communication network in which all the subordinates under a supervisor communicate through supervisor only. 1
5. How is management 's control over the business can be diluted? 1
- 6 ABC believed that it could maximize its profit by producing hair dye at large scale, similarly XZ Ltd who also sold hair dye laid more emphasis on society and customer need rather than quantity of product .XZ Ltd grew within few years and reached new height of business while ABC Ltd suffered loss.

- Which market management philosophy was followed by both the companies? 1
7. Mr. Dixit bought a Camera for ₹70,000 from Global departmental store on 9th Nov 2013. After few days the lens was found defective. State the period within which the complain can be filed. 1
- 8 Identify the decision taken in financial management related to acquire a new and modern plant. 1
9. Name the two segment of financial market. 1
- 10 Explain any three social objective of management. 3
11. Differentiate between policy and rule (any three). 3
12. Rahul and Ashok are friends working in ASR Ltd as sales manager and Marketing manager respectively. In an interdepartmental meeting Ashok informed Rahul about change in the credit policy of the company
- a) identify the type of communication used in the above example
- b) Name and explain any two networks of the type of communication identified in part (a) 3
13. What is financial planning? Explain any two importance of financial planning. 3
14. Mr. Oberio, Owner of 'My dairy' Milk product is facing the problem of poor sales. Suggest him proper channel of distribution which he can undertake to improve sales. 3
- 15 'Management is a science like physics or chemistry'. Do you agree with this statement? Give reasons in support of your answer. 4
- 16 Zee Ltd was not performing well. After detailed analysis it was discovered that workers of the production department were not satisfied with the behavior of the production manager as workers were forced to work for long hours

- without any rest. Keeping this in view the management decided to replace the production manager with Mr Manohar (new manager). Mr. Manohar allowed c
small pauses to the worker during work. 4
- (a) Name and Explain the technique of scientific management adopted by
Mr manohar
- (b) He further desires to find out best ways of doing the job. Suggest to him the
techniques of scientific management
17. Explain any four limitation of planning. 4
18. What is meant by controlling? Explain any three importance of controlling. 4
19. Non government organizations(NGOs) perform several function for protection
and promotion of consumer. State any four functions performed by them. 4
20. Mr. Ajay after doing MBA from USA comes to India to start a new business named Ajay Tec Ltd. He
launches a new product in e-learning for Schools students in different subjects which has an
established market in USA but not in India. His business starts flourishing in India. After seeing
flourishing ,more companies are now planning to enter the market with new substitute
(a) Identify and explain the any two significance of understanding business environment hi
(b) Now more companies are entering the market with new substitutes. So which advantage of
understanding the business environment do you think is applicable? Explain it 4
21. What do you mean by 'off the job methods of training'? Enumerate any four methods of 'off the job
methods of training'. 5
- 22.What do you mean by optimum capital structure. Explain any four factors affecting the capital structure
of a business. 5

23. Why was SEBI set up? Explain any four objectives of SEBI

5

24. In a textile design unit the following are the main functions:

- (a) purchase (b) Finance (c) Marketing
- (d) Personnel (e) Production

How would you structure the organization? Explain three advantages of such organization.

6

OR

Decentralisation is an optional policy. Explain with reasons why an organization would choose to be decentralization (any 3). How decentralization differs from delegation of authority (any three)?

25. There are some barriers in communication which are concerned with the state of mind of both readers & receivers. Explain any four such barriers and measures to overcome them.

OR

6

There are some barriers in communication which are concerned with Organisational structure & rules and regulation. Explain any four such barriers and measures to overcome them.

26. Explain any three qualities of good salesman. Explain the following sales promotion techniques

- 1) Rebate 2) Quality gifts 3) Lucky Draw

OR

6

'It is necessary that goods and services must be available to the customer at the right place, in the right quantity and at right time?'

- (a) Name and explain the concerned element of marketing mix.
- (b) Explain the component of this element

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