

CLASS XII

SAMPLE PAPER

BUSINESS STUDIES

Time: 3 Hours

M.M. 100

General Instruction:

1. Answer to questions carrying 1 mark may be from one word to one sentence.
2. Answer to questions carrying 3 marks may be from 50 to 75 words.
3. Answer to questions carrying 4-5 marks may be about 150 words.
4. Answer to questions carrying 6 marks may be about 200 words.
5. Attempt all the parts of a question together.

1. "With the help of self motivation and leadership techniques management help individuals to develop cooperation, commitment and team spirit etc". The above statement refers to which type of objective of management? (1)
2. Due to 'Bureaucratic Red Tape' many foreign companies found it very difficult to enter the Indian market. Which environment it is referred to? (1)
3. Define Disinvestment. (1)
4. Name the activity which increases the importance or the role of subordinates. (1)
5. 'Suggestions and Reactions' are included in which type of formal communication? (1)
6. Who are competing intermediaries in the financial system? (1)
7. In which two cases a company making an 'Initial Public Offer' is not required to issue prospectus? (1)
8. "They don't sell what they can make, but they make what they can sell". Name the philosophy. (1)
9. To publish a magazine under the title 'Upbhokta Jagaran' is the example of which consumer right? (1)
10. What is the cost of raising fund called? (1)
11. Explain Mental Revolution and Motion Study as technique of scientific management. (3)
12. Explain any three impacts of government policy changes on business and industry. (3)
13. Explain the type of plan in which the move of competitors is considered. (3)
14. Despite internal sources of recruitment being economical, why do the companies not always use this source? Give any three reasons. (3)
15. Enumerate any three product related factors that should be taken into consideration while taking a decision on the choice of channel of distribution for any product. (3)
16. Fayol points out the danger and costs of unnecessary labour turnover in one of his principles. Name and explain the principle with positive and negative effects. (4)

17. 'Planning strangulates the initiative of the employees and compels them to work in an inflexible manner.' Which limitation it is referred to? Explain three more limitations of planning. (4)
18. "Delegation is a key element in effective organizing". Explain with the help of any three reasons. (4)
19. Name the concept which is concerned with designing job in such a manner that it includes greater variety of work content, requires higher level of knowledge and skill and also explain any two concepts of the same category. (4)
20. Discuss the role of intermediaries in the distribution of consumer non-durable products. (4)
21. Name the method of training in which trainee learns under the guidance of a master worker. Explain two more forms of training under the same category. (5)
22. What type of barrier to communication takes place when a symbol or word of the message has more than one meaning? Explain four of the barriers. (5)
23. Why dividend decision is called residual decision? Explain any three factors that should be kept in mind while taking dividend decision. (5)
24. State any five responsibilities of consumers to safeguard their interest. (5)
25. Sahil Ltd. is manufacturing shirt and it has four functions – production, finance, marketing and personnel. Which organisation structure the company should adopt? Give its two advantages and two disadvantages. (5)
26. Suman is working as 'General Regional Manager' in a large corporate house. At what level he is working there? Explain any five functions of this level.

Or

"Lack of proper management results in wastage of time, money and efforts". Explain the importance of management in the light of this statement. (6)

27. Explain the steps involved in the process of controlling

Or

What is meant by 'Budgetary Control'? Give its four advantages. (6)

28. How does 'Trading on Equity' increases the return on equity shares? Explain it with the help of an example.

Or

Explain any six factors affecting working capital decision. (6)

29. "In today's commercial world, the stock exchange performs many vital functions". Do you agree? Give any four reasons in support of your answer.

Or

"SEBI is the watchdog of the securities market". Do you agree? Give reasons. (6)

30. "Buy three get one free" is an example of one of the techniques of promotion mix. Name and explain five other techniques of sales promotion.

Or

'Bala Ji Publications' has published a new book titled "International Business". As a marketing manager, what factors you will keep in mind while determining the price of the book? (6)

All the Best!

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