

CODE: 054

GUESS PAPER - 2013

CBSE CLASS-XII

SUBJECT: BUSINESS STUDIES

MARKS: 90.

TIME: 3 Hrs.

GENERAL INSTRUCTIONS: -

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- 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 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.
 - v). Attempt all parts of a question together.
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- 1. What is meant by 'Induction training'? (1)
- 2. "Planning and Controlling are closely interrelated and inter dependent". Explain. (1)
- 3. Name the incentive which refers to give more autonomy and powers to subordinates. (1)
- 4. State any two functions of packaging. (1)
- 5. Give any two qualities of a good salesman. (1)
- 6. What are the benefits derived from 'demutualization' of stock exchange. (1)
- 7. What is meant by Zero Coupon Bonds? (1)
- 8. Against whom a complained can be filed? (1)
- 9. State why the working capital needs for a 'Service Industry' are different from that of a 'Manufacturing Industry'. (1)
- 10. 'Buy three and get one free' is an example of one of the techniques of promotion mix. Name the technique. (1)

11. When is the dividend decision treated as a residual decision? (1)
12. Give any one responsibility of a consumer in addition to obtaining a cash memo while purchasing edible oil. (1)
13. What is a Plan? Explain single use plans and standing plans. (3)
14. Follow- up action is the last step in the process of planning. Explain the other steps in brief. (3)
15. Explain the nature of principles of management. (3)
16. Suppose a sales person is asked to clinch a deal with a buyer and is allowed to give 10% discount by the marketing manager; but the finance manager tells him not to offer more than 5%. Which principle is violated and explain the effects of violating the above principle. (3)
17. Explain Public relations and its role. (3)
18. Explain any three features of a good brand name. (3)
19. Distinguish between functional and divisional structure on the basis of :-
 - (1) Formation (2) Specialization (3) Managerial Development
 - (4) Coordination (4)
20. Explain the term 'Trading on Equity'. How does 'Trading on Equity' increase the return on equity shares? Illustrate with a suitable example.(4)
21. Explain when and why the need is felt for having a framework, within which managerial and operating tasks are performed to accomplish desired goals. Name this framework also. (4)
22. Mr. Tom purchased an automatic iron box with ISI mark from 'Ankit Enterprises' with one year warranty. After using once he found that the thermostat had stopped working. He made a complaint for repair with Ankit Enterprises. But they refused to give any after sales services to Mr. Tom.
 - (a) Which values do you find disturbing in the above case.
 - (b) Highlight the social values involved in it. (4)

23. “Controlling is indispensable function of management”. Explain.(5)
24. Explain staffing as a function of management. Also explain by giving any four reasons why proper staffing is required in an organization. (5)
25. Explain any five importance of Business Environment. (5)
26. “Management is trinity of an art, science and profession”. In the light of this statement explain the nature of management. (5)
27. Explain various styles of leadership with diagram. (6)

(OR)

Explain various barriers of effective communication and suggest any four methods to overcome these barriers.

28. “Determination of capital structure of a company is influenced by a number of factors”. Explain any six such factors. (6)

(OR)

‘Financial Planning strives to achieve twin objectives’. Name the objectives and explain any four importance of Financial Planning.

29. Explain various functions of SEBI. (6)

(OR)

Define Stock Exchange and Explain the Trading Procedure on a stock exchange.

30. Explain any four factors determining choice of channels of distribution.

(OR)

What is Personal Selling? Explain its importance to business men. (6)

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