

Sample Paper 2011
SUBJECT – Business Studies
Class – XII

GENERAL INSTRUCTIONS:-

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

- Q1. Which function of management is known as essence of management? [1]
- Q2. List any two principles of 'scientific management' formulated by Taylor for managing any organisation scientifically? [1]
- Q3. In which step of planning process the planners make predictions are assumptions regarding future? [1]
- Q4. In ABC Ltd. All the decisions are taken by top level management only. Which policy is followed by organisation? Explain the drawback of this organisation. [1]
- Q5. Is expense on training a waste? [1]
- Q6. What do you mean by grapevine? [1]
- Q7. Is controlling is backward looking? [1]
- Q8. How growth opportunities affect dividend decision? [1]
- Q9. What do you mean by 'Bridge financing'? [1]
- Q10. What is meant by personal selling? [1]
- Q11. As a publisher, you have published a new book on business management. How will you determine the price of this book? [3]
- Q12. Explain the features and objectives of NSEI. [3]
- Q13. Management is both science as well as an art- explain this statement. [3]
- Q14. Coordination is regarded as an essence of management rather than a separate function of manager. Do you agree with this statement? Give reasons. [3]
- Q15. How do the principles of scalar chain and unity of command help in solving the problems faster? [3]
- Q16. What is marketing? Explain any three functions of marketing. [4]
- Q17. What is meant by Primary market? Briefly explain the concept of initial public offer. [4]
- Q18. What do you understand by principles of management? Also, Explain briefly the principle of Esprit De Corps. [4]

Q19. What do you mean by organising process and significance of organising? [4]

Q20. What are the qualities of a good leader? [4]

Q21. Reservation in job for minorities refers to an example of key component of general environment of business. Name and explain this component. [5]

Q22. A production in-charge was given a standard toy-train. He was asked to produce similar other toy-trains. What control process would he have followed? [5]

Q23. What is meant by divisional structure of an organisation? Explain any one of its advantages and limitations. [5]

Q24. What do you mean by formal communication? How is it different from informal communication? [5]

Q25. You are the finance manager of a company. The board of directors has asked you to decide the dividend policy. What factors would you keep in mind to perform this function? [5]

Q26. "Wealth maximisation is an important objective of financial management. Explain briefly. [6]

OR

Explain briefly the factors determining the amount of fixed capital.

Q27. Briefly explain the different methods of training. [6]

OR

Explain briefly the selection process with the help of diagram or flow chart.

Q28. State the meaning and features of planning. [6]

OR

Explain in detail the steps involved in the planning process.

Q29. Explain briefly any six techniques of sales promotion. [6]

OR

Advertising and personal selling both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six differences.

Q30. What are the remedies available to consumers under the Consumer Protection Act 1986? [6]

OR

Explain in brief all the rights of consumers.

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