

**Guess Paper – 2011**  
**Class – XII**  
**Subject -Business Studies**

**BUSINESS FINANCE AND MARKETING M.M. 40 ( cbse board exams)**

- Q. "Sound financial management is the key to the prosperity of business." Explain.
- Q. Explain any six factors affecting the financing decision of a company.
- Q. Explain any six factors affecting the dividend decision of a company.
- Q. What is meant by financial management? State any two investment decision taken by a financial manager.
- Q. What is required to tackle the uncertainty in respect of availability and timings of funds? Name the concept involved and explain any three points of its importance.
- Q. What is meant by capital structure of a company? Describe the factors that determine the capital structure of a company.
- Q. Explain the term 'Trading on Equity'. Why, When, and how it can be used by a business organization?
- Q. Explain briefly the factors determining the amount of fixed capital.
- Q. What is meant by working capital? How is it calculated? Discuss five important determinants of working capital requirements.
- Q. What is financial market? Explain the functions of financial market.
- Q. What is meant by 'Treasury Bill' and 'Trade Bill'?
- Q. What is meant by 'Primary Market'? Briefly explain the concept of 'Right Issue of Existing Companies'.
- Q. Difference Between capital market and money market.
- Q. What is meant by 'stock exchange'? briefly explain any three of its functions.
- Q. Explain the objectives of National Stock Exchange of India.
- Q. Difference between NSEI AND OTCEI.
- Q. State any four protective functions of SEBI.
- Q. What is meant by the 'Product Concept' of marketing?
- Q. Explain any four function of marketing.
- Q. Explain, in brief, the factors on which the choice of channels of distribution depend.
- Q. What is meant by packaging? Give any five points explaining why packaging is important.
- Q. Explain in brief any three qualities of a good brand name.
- Q. Explain briefly the benefits of advertising to manufacturers and society.
- Q. 'Advertising encourages sale of inferior products' and 'advertising confuses rather than helps' do you agree? Give reasons.
- Q. Advertising and personal selling both are communication tools used by the marketers to promote their products. Yes they differ in their approach. Differentiate between the two by giving any six differences.
- Q. Explain briefly any six techniques of Sales Promotion.
- Q. Giving any six points, explain the importance of consumer protection in India.
- Q. Explain, in brief, any six remedies available to consumers under consumer protection act 1986.
- Q. Explain any four ways and means of consumer protection followed in India.

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