

CBSE SAMPLE PAPER
FOR
SESSION 2011-12

BUSINESS STUDIES
Class – XII

Max. Marks – 100

Time - 3 hrs.

General Instructions

1. Answers 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 parts of a question together.

1. Who is regarded as the father of scientific management. 1
2. What is the main objective of 'motion study'? 1
3. Give one impact of government policy changes on business and industry. 1
4. Planning is a secondary function of management. Do you agree? 1
5. What is meant by 'policy' as a type of 'plan'? 1
6. Give any two sources of internal recruitment. 1
7. Mention one benefit of training to the employee. 1
8. "Controlling is forward looking"? How can this be ensured? 1
9. While purchasing, a consumer should keep in mind his responsibilities. Mention one such responsibility. 1
10. What kind of cases can be filled in a state commission? 1
11. "Management has not yet gained the status of a full fledged profession". Why? 3
12. Explain the main functions of a finance manager. 3
13. Explain the meaning of 'working capital'. Briefly any two factors that determine the working capital of a company. 3
14. What is meant by NSEI? Explain the functions of stock exchange. 3
15. Explain in briefly any three qualities of a good brand name. 3
16. "Coordination is the orderly arrangement of group efforts to provide unity of action in the pursuit of a common purpose. In the light of this statement, explain the nature of coordination. 4
17. 'Fiscal reforms, monetary reforms and capital market reforms are some of the changes initiated by the government of India since 1991.' Discuss. 4
18. Define the term 'Functional Structure' of an organisation and enumerate any three merits of this form of organisational structure. 4
19. 'Supervision is necessary in an organisation.' Do you agree? Give three reasons in support of your answer. 4
20. Explain the rights and responsibilities of a consumer. 4
21. Explain functional foremanship as a technique of scientific management. Illustrate it with the help of diagram. 5
22. Distinguish between capital markets and money markets on any five basis. 5
23. "Advertising misleads customers and increases the cost of products". Do you agree with this statement? Give reasons in support of your answer. 5

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24. Explain the steps involved in the planning process. 5
25. "Controlling is a systematic process involving a series of steps." Explain. 5
26. Distinguish between formal and informal organisation on the basis of
- a. Communication
 - b. Flow of authority
 - c. Tenure
 - d. Leadership
 - e. Durability
 - f. Interdependence
- 6
27. What is meant by 'on the job training'? Also, Explain, in brief, the following methods of training the worker
- a. Apprenticeship programme
 - b. Vestibule training
 - c. Job rotation
 - d. Internship training
- 6
28. To satisfy the social and psychological needs which type of incentives are needed? Explain any four types of such incentives. 6
29. What is the meaning of 'financial planning'? Explain any four points of importance of financial planning. 6
30. You are a marketing manager of ABC Company. You are asked to persuade trade partners like wholesalers and retailers to carry a brand in their business and make customers buy the product. Explain the variety of promotion tools you will consider to use to achieve this objective. 6

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