

CBSE GUESS
BUSINESS STUDIES PART –B [40 MARKS]

1. Explain three important functions of a finance manager.
2. Explain the term 'financial management'. Briefly explain any three of its objectives and decisions involved in financial management.
3. Explain in brief the nature and scope of capital budgeting.
4. Explain the meaning of fixed capital. Briefly explain any four factors that determine the fixed capital of a company.
5. Explain briefly the factors, which a company should consider while planning its capital structure.
6. Explain the importance of financial planning.
7. What is meant by Primary market? Briefly explain the concept of 'rights issue for existing companies'.
8. Distinguish between primary and secondary market.
9. What is meant by 'Treasury Bill' and 'Trade bill'?
10. Distinguish between capital markets and money markets on any four basis.
11. Explain the functions of stock exchange.
12. Explain common features of NSEI and OTCEI.
13. What are the regulatory functions of SEBI?
14. What are the protective functions of SEBI?
15. What do you mean by 'Marketing'?
16. Define marketing management in present context. Explain its objectives.
17. Explain 'marketing research', 'product planning' and 'buying and assembling' as functions of marketing.
18. Distinguish between marketing and selling.
19. What is meant by promotion mix, product mix, price mix?
20. What are the functions of packaging?
21. Explain in brief any three functions of labelling.
22. Explain in brief any three qualities of a good brand name.
23. Explain the factors determining choice of channels of distribution of any product.
24. What do you mean by advertisement? 'money spent in advertisement is a waste.' Do you agree with this statement? Give reasons for your answer.
25. Explain the importance of advertising for manufacturers, consumers and society.
26. "Personal selling plays a very important role in the marketing of goods and services." Do you agree? Explain any four reasons in support of your answer.
27. 'buy one get one free' is a example of one of the techniques of promotion mix. Name the technique. Explain any two other techniques of promotion mix.
28. Explain in brief rights and responsibilities of consumers as provided under the consumer protection act, 1986.
29. What are the remedies available to consumers under the consumer protection act, 1986.
30. Explain in brief any six functions of consumer organisations in the area of consumer protection and promoting consumers' interests.

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