## GUESS PAPER-2013

**SUBJECT-BUSINESS STUDIES**

**Class-XII**

1. Typically ,financial planning is done for 3 to 5 years, why not for long period of time.(1)

2. “A company wants to establish a new unit in which a machinery of worth Rs. 10 lakh is involved.” Identify the

 decision of financial management.(1)

3. Why is sensex an important indicator of Indian stock market?(1)

4. What role can consumer organization play in providing consumer protection?(1)

5. Identify why the requirement of fixed capital for a trading concern are different from that of manufacturing

 organization.(1)

6. “The present marketing is customer oriented.”Explain. (1)

7. Explain controlling.(1)

8. One factor affecting capital budgeting decision is cashflow of the project. Name the other 2 also.(1)

9. State the factors affecting dividend decision.(1)

10. In marketing emphasis is on developing the product as per the needs of the consumer where as in selling

 emphasis is on bending the customer according to the product.(1)

11. “Product is the mixture of tangible & intangible attributes.” Discuss.(1)

12. Explain marketing management.(1)

13. Distinguish between capital market & money market on the basis of---safety, expected return, instruments

 traded.(3)

14. Name the concept where one is suitable for large organization & the other one is suitable for multiproducts.Give

 any 2 difference between these two.(3)

15. What are the three things included in the definition of organizing? Explain.(3)

16. “SEBI is the regulatory authority of the security market.” Do you agree? Give 3 reasons.(3)

17. “It refers to allotment of securities by a company to institutional investors & to some selected individuals.” Name

 it & explain other 2 concepts also.(1+2)

18. Enlist the advantages of packaging.(3)

19. Distinguish between 3 judicial machinery.(4)

20. Nature of money market can be well explained with the help of its features. State such 4 features.(4)

21. How does the process of marketing help an enterprise to establish a place in the market?(4)

22. What are the people, institutions, merchants, functioneries who take part in the distribution function called as?

 Explain the factors which affect this function.(4)

23. “An effort to control everything may end up with nothing.” Name the concept & function of management

 referred here along with its process.(5)

24. “Decentralization is an optional policy.” Do you agree? Inspite of this why an organization would choose to be

 decentralized?(1+4)

25. “Formal organization is better than informal organization.” Do you agree? Give reasons.(1+4)

26. “Get a discount voucher for accessories on apparel purchase worth Rs. 1000 & above. Mention the sales

 promotional tool & explain any 4 also.(1+4)

27. Explain six responsibilities of consumer.(6)

28. Explain any 4 Factors which affects the requirement of working capital.(6)

29. “It is an impersonal form of communication which is paid by the marketer to promote some goods or services.”

 Explain whether this is a social waste or not.(1+5)

30. Explain importance’s of financial planning.(6)

**BY MRS. MADHU TRIVEDI**