

Model Test Paper 1
(For CBSE Annual Examination, March - 2013)
Business Studies

Time : 3 Hrs.

Class XII

M.M. :90

General Instructions:

- a. Answers to questions carrying 1 mark may be from one word to one sentence.
 - b. Answers to question carrying 3 marks may be from 50 to 75 words.
 - c. Answers to questions carrying 4-5 marks may be about 150 words.
 - d. Answers to questions carrying 6 marks may be about 200 words.
 - e. Attempt all parts of a question together.
-
1. State the element of directing which helps in implementing principle of Scalar Chain. 1
 2. Which test measures the existing skills of an individual? 1
 3. Gurpreet Ltd. offers to its employees issue of shares at a price which is less than the market price. Name the type of incentive offered to the employees. 1
 4. Standards are set in quantitative as well as in qualitative terms. Identify the type when it is set in terms of 'improving goodwill and motivation level of employees'. 1
 5. What is financial risk? 1
 6. Which consumer right suggests the business firms to set up their own consumer service and grievance cell? 1
 7. Define marketing as a social process. 1
 8. Juliee wants to get her share certificates in electronic form. What is the name of service provided by depository? 1
 9. Deepak Shah purchased a car for Rs. 19 lacs from an automobile company and found its engine defective. Despite many complaints, the defect was not rectified. He filed a case in a District Forum. But, he was not satisfied with the orders of the District forum and decided to appeal. Suggest him the highest authority where he could appeal if not satisfied again by the decision of the next higher authority. 1
 10. Identify why the requirements of fixed capital for a trading concern are different from that of a manufacturing organisation. 1
 11. Purchase goods worth Rs. 50,000 and get a holiday package worth Rs. 10,000 free. 1
 12. Which method of short-term finance do the bank adopt to maintain their Cash Reserve Ratio?

13. Explain with example the “Principle of remuneration of employees enunciated by Fayol”. 3
14. Aftab is scared of facing people. Can he become a good salesman? What qualities are required to become a good salesman? Write any three. 3
15. ‘Planning provides direction to action’ and ‘established standards for controlling.’ Explain how. 3
16. (i) Name and explain the type of plan which is in the form of general statements and channelises energies towards a particular direction.
(ii) Name and explain the type of plan which reflects the managerial decision that a certain action must or must not be taken. 3
17. “A manager should replace ‘I’ with ‘We’ in all his conversations with workers to foster team spirit.” Name and explain the principle of management highlighted in the given statement. 3
18. Explain any three advantages of branding to the marketer. 3
19. How are the shareholders of a company likely to gain with a debt component in the capital employed? Briefly explain with the help of a suitable example. 4
20. Explain the steps involved in the process of organising. 4
21. Mr. X is a sweet maker (Halwai), who collects milk from village to village and prepares sweet on Deepawali, due to increased demands, he purchased Khoya from other shopkeeper which was adulterated, because it was not possible to meet the demand from collected milk. For meeting the demand quickly he has not maintained cleanliness while preparation of sweets. He kept two children for packing the sweet and one female at cash counter. Which social values he is affecting and how? 4
22. What is meant by ‘Functional Structure’ of Organisation? State any three advantages of it. 4
23. “Controlling is an indispensable function of management.” Do you agree? Give five reasons in support of your answer. 5
24. Explain with an example the impact of political environment on business performance. 5
25. (i) Name and explain the method of training suitable for plumbers, electricians or iron workers.
(ii) Name and explain the method of training in which educational institutions and business firms cooperate. 5
26. “Success of an organisation largely depends upon its management.” Explain any five reasons to justify the above statement. 5

27. Pricing occupies an important place in the marketing of goods and services and its determination is affected by many factors. Explain any four factors. 6

OR

Explain any four merits of advertising.

28. Mr. Ramesh, Manager (Operations) sets the targets for all his subordinates without discussing it with them. He firmly tells them that if the task is not completed then strict action will be taken against them. Which form of leadership is he following? State any three advantages and any two disadvantages of it. 6

OR

Mr. Sharan, Manager (HR) is really appreciative of fresh ideas given by his subordinates. He frames policies only after consulting them. Which style of leadership is he following? State any three advantages and any two disadvantages of it.

29. Distinguish between 'capital market' and 'money market' on the basis of - 6
- (i) Instruments traded
 - (ii) Liquidity of instruments
 - (iii) Investment Outlay
 - (iv) Safety

OR

Explain any four methods of floating new issues in the primary market.

30. Every manager has to take three major decisions while performing the finance function. Explain them. 6

OR

Which concept in financial management takes into consideration the growth, performance, investments and requirement of funds for a given time period? Explain any five points of its importance.

Paper Submitted by : G. S. Alag

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-
1. Which kind of cases can be filed in the district forum under the Consumer Protection Act, 1986? 1
 2. Name the part of the management process which is concerned with obtaining, utilising and maintaining a satisfactory and satisfied workforce. 1
 3. Which concept of financial management takes into consideration the growth, performance, investments and requirement of funds for a given time period? 1
 4. Name the term used to describe the combination of variables chosen by a firm to prepare its market offering. 1
 5. Name the element of directing which is the process of making subordinates to act in a desired manner to achieve organisational goals. 1
 6. What is meant by 'Financial Market'? 1
 7. "It helps to minimise dishonest behaviour on the part of the employees by keeping a close check on their activities." Which importance of controlling is highlighted by this statement? 1
 8. How does a supervisor act as link between workers and management? 1
 9. State how packaging helps in product identification. 1
 10. Name the concept which increases the return on equity shares with a change in the capital structure of a company. 1
 11. In which method, the company sells the securities to some selected institutional investors and individuals? 1
 12. Why is consumer protection important for businessmen? Give any one reason. 1

13. Explain 'Evaluating alternative courses' and 'selecting an alternative' as steps in the planning process. 3
14. Differentiate between marketing and selling on the following basis. 3
- (i) Meaning
 - (ii) Start and end of activities
 - (iii) Emphasis
15. Explain how 'planning leads to rigidity' 'does not guarantee success'. 3
16. Describe, in brief, Taylor's principle of. 3
- (i) Science, not Rule of Thumb, and
 - (ii) Harmony, not discord.
17. Explain any three advantages of branding to marketers of goods and services. 3
18. Explain the principle of 'Scalar Chain' and 'Gang Plank'. 3
19. (Value Based Question)
- In an organisation top level management has not distributed work among the subordinates according to their abilities and skills, but has been distributed it on the basis of, caste and religion. Which values are neglected here? 4
20. What is meant by Dividend Division? State any three factors affecting the divided decision. 4
21. Explain the following rights of a consumer - 4
- (i) Right to Safety.
 - (ii) Right to be Heard.
22. Why is delegation considered essential for effective organising? Explain with the help of any four reasons. 4
23. Explain the steps involved in the process of controlling function of management. 5
24. Management is considered to be both an art and science. Explain. 5
25. Explain the process of selection of employees. 5
26. Why is it important for business enterprises to understand their environment? State any five reasons. 5
27. What are the factors affecting the determination of a the price of a product or service? Explain. 6

OR

Explain the factors determining choice of channels of distribution.

28. Discuss Maslow's Need Hierarchy theory of motivation. 6

OR

Explain any four semantic barriers of communication.

29. Distinguish between 'capital market' and 'money market' on the basis of - 6
- (i) Instruments traded
 - (ii) Liquidity of instruments
 - (iii) Investment Oulay
 - (iv) Safety

OR

Explain any three regulatory and developmental functions of Securities Exchange Board of India (SEBI).

30. "Determination of capital structure of a company is influenced by a number of factors." Explain any four such factors. 6

OR

Explains any four factors which affect the requirements of fixed capital of a company.

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 - e. Attempt all parts of a question together.
-
1. "Filling vacancies from within the organisation has some advantages as well as limitations." State any one such advantage. 1
 2. What is the composition of District Forum under the provisions of Consumer Protection Act, 1986? 1
 3. Name the formal communication network in which all subordinates under one superior communicate through him only. 1
 4. State any two characteristics of a good brand name. 1
 5. State how controlling helps in improving employees' morale. 1
 6. What is a treasury bill? 1
 7. Which consumer right suggests that a consumer is to be protected against goods and services hazardous to life and health? 1
 8. State any one 'Protective Function' of Securities and Exchange Board of India (SEBI). 1
 9. Name the financial decision which affects the liquidity as well as profitability of a business. 1
 10. Give two examples how psychological or emotional factors act as barriers to communication. 1
 11. What is financial risk? 1
 12. Name the most commonly used non-personal tool of promotion which is paid for by the marketer. 1
 13. Name and explain the technique of Taylor which acts as the strongest motivator for a worker to reach standard performance. 3

14. Explain 'gathering and analysing market information' and 'Customer Support Service' as functions of marketing. 3
15. State how planning leads to rigidity? 3
16. Explain the principle of "Scalar Chain" with a suitable example. 3
17. Differentiate between marketing and selling on any the following basis. 3
 - (i) Meaning
 - (ii) Start and end of activities
 - (iii) Emphasis
18. Explain 'Evaluating alternative courses' and 'selecting an alternative' as steps in the planning process. 3
19. List the values behind promoting Consumer Protection Act, 1986. 4
20. To avoid the problem of shortage and surplus of funds, what is required in financial management? Name the concept and explain any three points of its importance. 4
21. What is meant by 'Divisional Structure' of Organisation? State any three advantages of it. 4
22. Explain the steps involved in the process of organising. 4
23. "Success of an organisation largely depends upon its management." Explain any five reasons to justify the statement. 5
24. Explain with an example the impact of economic environment on business. 5
25. Explain the various steps involved in the process of control. 5
26. Explain the procedure for selection of employees. 5
27. Name that element of marketing mix which affects the revenue and profits of a firm. Explain any five factors which help in determining this element. 6

OR

Explain any four merits of advertising.

28. Discuss Maslow's Need Hierarchy theory of motivation. 6

OR

What is meant by financial incentives? Explain any five financial incentives.

29. Explain the steps in the 'Trading Procedure' of Stock Exchange. 6

OR

Explain any four functions of 'Stock Exchange'.

30. The Board of Directors has asked you to design the capital structure of the company.
Explain any six factors that you would consider while doing so. 6

OR

Explain any four factors which affect the requirements of fixed capital of a company.

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