

Guess Paper – 2014
Class – XII
Subject – BUSINESS STUDIES

DURATION: 3 HRS.

MAX.MARKS: 100

GENERAL INSTRUCTIONS:

1. Answers to questions carrying 2-3 marks should not exceed 30-40 words.
2. Answers to questions carrying 4-5 marks should not exceed 60-80 words.
3. Answers to questions carrying 6 marks should not exceed 100 words.
4. Attempt all parts of a question together.

1. State disadvantages of over-capitalisation to the shareholders. 2M
2. Mention important branding strategies. 2M
3. State two main objectives of management. 2M
4. What do you mean by 'environment scanning'? 2M
5. Define the term 'leadership'. 2M
6. Explain link between operating cycle and working capital. 3M
7. Define (i) broker (ii) 'listing of securities'. 3M
8. Define 'communication'. What do you mean by 'noise'? How does it interfere in communication process? 3M
9. Explain briefly, any three functions of a supervisor. 3M
10. Describe functional foremanship as a technique of scientific management. Illustrate it with the help of a diagram. 3M
11. Why do firms use intermediaries in distributing their products? 4M
12. What is sales promotion? Explain three types of sales promotion used by business organisations. 4M
13. Explain the meaning and relationship between authority and responsibility. 4M
14. Define 'training'. What are its chief objectives? 4M

15. What considerations to be kept in mind while building an organisation structure.
4M
16. Explain common features of NSE and OTC. 5M
17. You are the advertising manager of X Ltd. manufacturing medicine. Which two media would you choose to advertise your product and why? 5M
18. 'Comparing the actual performance with the laid standards, finding out the deviations and taking corrective action is an important process of a function of management'. Name and explain the process.
5M
19. 'Administration comes first and management follows it'. Explain. 5M
20. Explain briefly, five benefits of understanding business environment? 5M
- 21(a). State any three redressal forums set up to deal with consumer grievances and disputes. 6M
- OR
- (b). Explain the role of consumer welfare fund in the area of consumer protection.
6M
- 22(a). Explain any five factors that affect the capital structure of a company. 6M
- OR
- (b). How does 'trading on equity' increase the return on equity shares? Explain with help of an example. 6M
- 23(a). Is planning necessary for effective management? Give reasons in support of your answer.
6M
- OR
- (b). Explain rules, methods, programmes and budget. Give example also. 6M
- 24(a). Distinguish between "on-the-job" training and "off-the-job" training. Explain any two off-the-job training methods. 6M
- OR
- (b). Name the function of management, which concentrates on employing and retaining the right person at the right place. Explain why this function is important in any organisation? 6M
- 25(a). "Coordination is needed at all levels of management". Explain this statement.
6M
- OR
- (b). An employee is asked to produce 100 units in one week's time but he is not allowed to take out raw materials from store. At the end of the week, the employee could not complete his target because of insufficient supply of raw material. Can we

blame the employee? Which principle is associated with this condition? Explain it.
6M

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