

**CODE: 054**

**GUESS PAPER- 2014**  
**CBSE CLASS- XII**  
**SUBJECT: BUSINESS STUDIES**

**MARKS: 90.**

**TIME: 3 Hrs.**

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**GENERAL INSTRUCTIONS: -**

- i). Answer to questions carrying 1 mark may be from one word to one sentence.
  - ii). Answer to questions carrying 3 marks may be from 50 to 75 words.
  - iii). Answer to questions carrying 4-5 marks may be about 150 words.
  - iv). Answer to questions carrying 6 marks may be about 200 words.
  - v). Attempt all parts of a question together.
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1. State any one reason why 'Principles of Management' are important. (1)
2. "Our assets walk out of the door each evening. We have to make sure that they come back the next morning". This statement is related to which function of management? (1)
3. Name the type of plan which provides the broad contours of an organization's business. (1)
4. What is meant by "Motive"? (1)
5. Name the first two stages of the evolution of HRM. (1)
6. "Suggestions and Reactions" are included in which type of formal communication? (1)
7. Name the activity which increases the importance of the role of subordinate. (1)
8. State any one objective of setting up of Securities and Exchange Board of India (SEBI). (1)
9. What do you mean by 'Market Offering'? (1)

10. Differentiate between formal and informal organization on the basis of 'leadership'. (1)
11. Which marketing philosophy gives importance to consumer welfare instead of consumer satisfaction? (1)
12. What do you mean by e-IPO? (1)
13. Explain any three responsibilities of consumer to safeguard their interests. (3)
14. Does controlling helps in 'judging the accuracy of standards' and 'improving motivation of the employees'? Explain. (3)
15. Distinguish between capital market and money market on the basis of :- (3)  
(1) Liquidity (2) Safety (3) Expected Return
16. Explain why it is said that controlling is blind without planning. (3)
17. Explain any three ways and means of consumer protection followed in India. (3)
18. "Money Market is essential for short term funds". Explain. (3)
19. To avoid the problem of shortage and surplus of funds what is required in financial management? Name the concept and explain any three importance of it. (4)
20. "Determining the over all cost of capital and the financial risk of the enterprise depends upon various factors". Explain any four such factors. (4)
21. Explain any four factors affecting working capital requirement of a company. (4)
22. Mr. Dilip Khanwani is working as a personnel manager in a company of Delhi. Although he is not well educated, he is an experienced person. Before this, he has worked on this post in two large companies. His intention is always in promoting an efficient employee to a higher post and demoting inefficient one to a lower vacant post. (4)  
(1) State on what source of recruitment is Mr. Khanwani is concentrating.  
(2) Which values are neglected by using this source?
23. Explain in brief, the various aspects of 'New Industrial Policy of India.' (5)
24. Identify the nature of management when it is practiced as personal application of existing knowledge to achieve desired results. Explain any four features of it. (5)
25. "Setting Objectives and Developing Premises" is the first and second step in the

process of planning. Explain in brief the other steps of this process. (5)

26. The Production manager of Kraft Foods Ltd. instructs a salesman to go slow in selling the product, where as the marketing manager is insisting on fast selling to reach the target. (5)

(1) Name and explain the principles of management which is being violated in this case.

(2) State any two values neglected in this principle.

27. Are critics really justified in raising objections to advertising? Explain. (6)

OR

What is Marketing Mix? Explain the various elements of Marketing Mix.

28. "It is through motivation that managers can inspire their subordinates to give their best to the organization". In the light of this statement explain in brief, the importance of motivation. (6)

OR

"This leadership style is Individual Centered Style". Name and explain with a diagram.

29. Explain any four importance of packaging. (6)

OR

Explain any four functions of channels of distribution.

30. "Organising is the harmonious adjustments of specialized parts for the accomplishment of some common purposes". In the light of this statement explain any four importance of organizing. (6)

OR

A fashion design house has the following main jobs:-

(1) Manufacturing (2) Finance (3) Marketing (4) Personnel

Which organizational structure will you prefer for this type of a company and why?

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