

Guess Paper – 2014
Class – XII
Subject – BUSINESS STUDIES

(MARKETING, BUSINESS FINANCE, FINANCIAL MARKET,
DIRECTING, CONTROLLING)

1. Explain the term price rigging.
2. Explain the term badala.
3. Why the cost of debt is lower than equity?
4. Why the capital budgeting decisions are crucial & not to be overlooked?
5. Explain capital market.
6. What is sensex?
7. Give the formula of return on investment.
8. Explain financial management.
9. Explain channels of distribution.
10. Give the traditional meaning of marketing.
11. Give the meaning of consumer.
12. Give the details of composition of committee of district forum.
13. “SEBI aims to meet the need of 3 groups.” Name them & explain.
14. Explain the functions performed by consumer organization.
15. Explain any 2 function of financial market.

16. Name the concept of marketing-“Here profit through customer satisfaction is main focus point.” Explain two more also.
17. “These are the result of leader’s philosophy, personality, and experience & value system. “Name the concept & explain its types also.
18. Explain any 3 sales promotional tools.
19. “It is concerned with the direction of purposeful activities towards the attainment of marketing goals.” Name the concept & explain its any 3 objectives.
20. “This concept of financial decision affects the profitability & financial risk.” Name it & explain any 3 factors affecting it.
21. Explain consumer responsibilities.
22. Explain the need hierarchy theory.
23. Name the function of management & explain its process also –“ It is the scale of performance of the business”.
24. Name the concept-“It is single most important factor of marketing mix which affects revenue & the profit of the firm. Explain the factors which may affect it? Any 4.
25. Explain importance of personnel sellers towards business men.
26. Name one of the function of management & explain its importance also—“every action in the organization is initiated through this function only i.e. it converts your plans into actions .—

Or

Name the incentive & explain other also—“It means gives more freedom, economy to subordinate to take decision.”

27. Are the critics really justified in raising objections to advertising? Explain.

Or

Explain important decisions of logistic management.

28. Explain any 4 factors affecting working capital requirements.

Or

Explain any 4 factors affecting dividend decision.

29. Explain bourses & their functions.

Or

Name & explain money market instruments -----

- a) This instrument is issued at a lower price than their face value.
- b) It is also called document of title.
- c) It is used to meet flotation cost.

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