

**Model Paper 2014**  
**SUBJECT – Business Studies [054]**  
**Class – XII**

**TIME : - 3 HOURS**

**M.M- 90**

**GENERAL INSTRUCTIONS:-**

**Answer to questions carrying 1 mark may be from one word to one sentence.**

**Answer to questions carrying 3 mark may be from 50 to 75 words.**

**Answer to questions carrying 4-5 mark may be about 150 words.**

**Answer to questions carrying 6 mark may be about 200 words.**

**Attempt all the parts of a questions together.**

1. Write the name of any two NGOs. 1
2. Which consumer right suggests that a consumer has a right to register his dissatisfaction With goods and services? 1
3. What do you mean by orientation? 1
4. What do you call the techniques of evaluating investment proposals? 1
5. State any two essential ingredients of sound working capital management? 1
6. What role does principle of 'follow through ' play in the process of directing? 1
7. Why is controlling called a backward looking function? 1
8. Give two methods of floatation in primary market. 1
9. What do you mean by 'bridge financing'? 1
10. Why is high rate of employee turnover not good for an organization? 1
11. What is the advantage of grading? 1
12. Name two types of pricing strategies. 1
13. Describe, in brief, Taylor's principle of " Science, not rule of thumb". 3
14. List the principles developed by fayol. 3
15. **\*Nylon Ltd. Laid down one type of plan in the orgnisation by announcing that nobody would smoke in the organization premises. The type of plan laid down by the company was specific as it reflects a managerial decision that a certain action must or must not be taken**
  - a. **Identify and briefly explain the type of plan mentioned in the above paragraph.** 3
  - b. **Name the value being emphasized in the nylon ltd. By laying down the plan mentioned in the paragraph.** 3
16. Distinguish between policies and objectives. 3
17. What are industrial product ? how are they different from consumer products? Explain 3
18. Distinguish between the product concept and production concept of marketing. 3
19. What are the remedies available to consumers under the consumer protection Act 1986? 4
20. What do you meant by hierarchy of authority? Enumerate six points of importance of organizing. 4
21. "Authority can be delegated but not accountability". Explain 4
22. Explain how growth prospects and diversification of a firm affect the fixed capital Requirements? 4
23. Explain the importance of controlling in an organization. What are the problems faced by any organization in implementing an effective control system. 5

24. Define staffing process. What are the various step involved in it? Explain these steps briefly. 5
25. “ A successful enterprise has to achieves its goals effectively & efficiently”. Explain 5
26. What do you mean by business environment? Explain the key components of business environment. 5
27. “leadership is considered as the most important element of directing function of Management”. In the light of this statement, explain the importance of leadership. 6

Or

Explain Maslow’s need hierarchy theory.

28. What is meant by the term capital structure? Explain the factors affecting the capital structure of a business enterprise.

Or

How does trading on equity increase return on equity shares? Explain with an example. 6

29. Distinguish between primary and secondary market on the basis of : 6
- Sales of securities.
  - Capital formation
  - Determination of price
  - Location

Or

SEBI is the watch dog of the securities market. Comment

30. “Expenditure on advertising is a social waste”. Do you agree? Discuss 6

Or

Explain the factors that are considered while fixing the price of a product.

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**TIPS FOR EXAMINATION**  
**READ QUESTIONS CAREFULLY BEFORE START DOING ANSWERS.**  
**ATTEMPT ALL THE QUESTIONS**  
**DO WORK NEATLY IN A PROPER AND SYSTEMATIC MANNER**  
**ALWAYS DO REVISION AFTER DOING PAPER**  
**PREFER TO GIVE ANSWERS IN HEADING – SUB – HEADING FORMAT IT GIVES GOOD IMPRESSION**

**ALL THE BEST FOR YOUR EXAMINATION**