

**Guess Paper – 2014**  
**Class – XII**  
**Subject – BUSINESS STUDIES**

**Time allowed: 3 hrs**

**M.M-90**

1. “They provide details in the exact manner in which any work is to be performed.” Identify the type of plan.(1)
2. Can a large sized organization be totally centralized or decentralized? Give your opinion.(1)
3. A manager enhances the production target from 500 units to 700 units per month but the authority to draw raw material was not given by him. The production manager could not achieve the revised production target. Who is responsible & which principle was violated? (1)
4. Give any 1 reason of why P.O.M. does not provide readymade solution to all managerial problems? (1)
5. The workers of a factory are unable to work on a new machine & always demand for a help of a supervisor. The supervisor is overburdened with the frequent calls. Suggest the remedy? (1)
6. Explain promotion as a internal source of recruitment.(1)
7. What do you mean by motivator? (1)
8. Explain informal communication.(1)
9. Why are treasury bills known as ‘zero coupon bonds?’(1)
10. What is insider trading? (1)
11. What is public relation? (1)
12. What is marketing mix? (1)
13. Explain features of a good control system. (3)
14. Explain Importance of controlling.(3)
15. Explain functions of stock exchange.(3)
16. Explain flotation methods of primary market. (3)
17. Explain any 6 functions performed by NGOs.(3)
18. Explain any 3 rights of a consumer.(3)
19. A) “In this recruitment the appointed workers are known as badly workers & are on adhoc basis.” Name & explain this external source of recruitment along with one more also.(2 ½)

B) “This test is conducted to measure the ability & capacity of the candidates to learn the new skills.” Name the selection test & explain 2 more also. (2 ½)

20. Explain the importance of financial planning.(4)

21. Explain any 4 factors which affect the dividend policy of a company.(4)

22. Explain any 4 factors which affects the capital structure of a company.(4)

23. Explain economical objective of management.(5)

24. A) “The efficiency of organization depends upon the efficiency of workers & the efficiency of workers depends upon proper training & their selection.” Name the principle of scientific management & explain 2 more also. (2 ½)

B) “Taylor’s principles of scientific management & Fayol’s principles of management are mutually complementary.” Do you agree? Give any 4 reasons. (2 ½)

25. Explain the importance of business environment.(5)

26. “It is always true that just because a plan has worked before, it will work again.” Which limitation of planning is highlighted here? Explain 4 more also.(1+4)

27. Explain the importance of delegation of authority.

Or

Decentralization is an optional policy. Why an organization would chose to be decentralized? (6)

28. Explain importance of directing? (6)

Or

Explain Maslow’s need hierarchy.

29. Explain any 6 sales promotional tools.(6)

Or

Explain qualities of a good salesman.

30. Explain the major activities involved in the physical distribution of product.(6)

Or

“Advertisement is unnecessary & wasteful.” Do you agree? Give reasons.



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