

Guess Paper – 2014
Class – XII
Subject – BUSINESS STUDIES

1. Explain the meaning of marketing research. 1
2. What is the advantage of “patent” for a company. 1
3. Explain the mobilisation of savings function of a stock exchange 1
4. State the essential function of ‘secondary market’. 1
5. What is meant by grapevine ? 1
6. What is meant by Job Enrichment ? 1
7. Name and state the ‘on-the-job method of training’ that is used to give training to the bike-mechanic. 1
8. How does training affect immobility of labour ? 1
9. At what level administration and management are equal. 1
10. Explain how formal organisation reflects the technological side of enterprise. 1
11. Explain the ‘principle of flexibility’ in organising. 3
12. “The break up of the main plan into departmental plans will give a realistic shape of the course of action to be adopted”, is a step of planning process. Identify the step. 3
13. Define the term ‘deviation’ in the process of control. 3
14. Discuss the importance of stock exchange in a competitive economy? What are their functions ? 3
15. “control provides feedback regarding execution of plans.” Discuss. 3
16. How SEBI promotes the development of security market. 3
17. What procedure should be followed by a consumer to file a complaint against defective goods? 3
18. What types of machineries are available to a consumer for the settlement of grievance. 3
19. What is meant by ‘dividend decision’? state any three factors which affect the ‘investment decision’. 4
20. Explain any four factors which affect the ‘working capital’ requirements of a company. 4
21. Explain the ‘disposal of surplus’ and ‘investment of funds’ as a functions of financial manager. 4
22. AMIT Ltd., a leading Manufacturer of iron and steel decided to open up a new branch in remote area in UP. So that unemployed youth from the rural areas could get same opportunities as those available in the urban areas. This initiative has raised the standard of living of people in rural areas. All children in these families are getting good education and these families are also actively contributing the nation building through their dedicated work.
a) Identify the objective e of management highlighted in the above mentioned case.

- b) Give any two advantages of following the above objective.
c) Which values can be emphasized by following the above objective? 4
23. Does management fulfil the criteria of a profession? 4
24. Cluster Ltd. an organization manufacturing generators. The marketing manager delegates the task to five sales representatives working under him. Among them the three sales representatives was able to achieve their respective targets. As a result the marketing manager talks to the CEO of the company to recognize the performance of the three sales representatives. The company decides to upgrade their cadre and their salary package also. Name and explain the element of directing function which the company assures the three representatives to achieve their targets. What values does the company inculcate to the other two sales representatives? 5
25. Vishal, an employee in Yamuna Ltd., was instructed by Mr. Amit (Production manager) to increase production of steel due to excess stock of steel. On the other hand, Mr. Mahesh (Sales manager) directed him not to increase the steel production as there was low demand for steel in the market. Vishal got confused regarding whose order to follow and hence was unable to work in a proper manner. Because of overlapping orders and instructions, Vishal was unable to satisfy both the bosses which led to conflict in the organization.
i) Name and explain the principle not being followed.
ii) Give any two advantages of following this principle.
iii) Name the values that can be gained by following the above principle.
26. State the various elements of managerial planning. 5
27. State any three benefits of advertising to manufacturers. 6
OR
Explain the role of public relation manager in marketing management.
28. One manufacturer of electronic product produces such products which need special care while using it. But the co. has not given the instructions to consumers. If you are the manager of that co. what steps you would take?
OR
Distinguish between standardisation, grading and branding. 6
29. Explain the benefits of Training to Organisation.
OR
Explain briefly general methods of training of personnel. 6

30. Explain the principles of delegation in an organisation.

6

OR

“just as authority is the key to the manager’s job, delegation of authority is key to organisation”. In the light of this statement, discuss the significance of delegation of authority.

CONTACT ME FOR MORE GUIDANCE AND ANSWERS

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