

Guess Paper-1
(For CBSE Annual Examination, March-2014)
Business Studies
Class XII

Time allowed : 3 hrs.

Maximum marks : 90

General Instructions :

- (i) *Answers to questions carrying 1 mark may be from one word to one sentence.*
- (ii) *Answers to questions carrying 3 marks may be from 50-75 words.*
- (iii) *Answers to questions carrying 4-5 marks may be about 150 words.*
- (iv) *Answers to questions carrying 6 marks may be about 200 words.*
- (v) *Attempt all parts of a questions together.*

1. What is meant by communication network? 1
2. Name the part of the management process which is concerned with obtaining, utilising and maintaining a satisfactory and satisfied work force. 1
3. "It helps to minimise dishonest behaviour on the part of the employees by keeping a close check on their activities." Which importance of controlling is highlighted by this statement? 1
4. To which environment 'changes in disposable income of people' belongs? 1
5. Give the meaning of 'Consumer Protection'. 1
6. Define 'Organisation Structure'. 1
7. "One of the organisational objectives of management is 'Growth' of a business." How can growth of a business be measured? Give any two examples. 1
8. State how 'planning facilitates decision-making'. 1
9. McDonald's the fast food giant, gives 'Best Employee of the Month Award' to the best performing employee by placing his name on the bulletin board. What form of incentive is being offered by the company? 1
10. State any one advantage of informal organisation. 1
11. Define 'Planning' as a function of management. 1
12. Name any two functions of non-government organisations engaged in promoting consumers' interests. 1
13. What is meant by 'Public Relations'? State any two points which highlight its role. 3
14. Name and explain the principle of management according to which the interest of an organisation should be given more priority over the interest of the individual employees. 3

15. Explain the following methods of floating new issues in the primary market : 3
- (i) Offer through Prospectus;
- (ii) Rights Issues.
16. What is meant by 'Financial Planning'? State any two points of its importance. 3
17. Explain 'Science, Not Rule of Thumb' as a principle and 'Time-Study' as a technique of scientific management. 3
18. State any three factors which affect Financing Decision of a company. 3
19. Explain the following 'Rights of Consumers' : 4
- (i) Right to Safety;
- (ii) Right to Consumer Education.
20. Explain 'Identifying Alternative Courses of Action' and 'Evaluating Alternative Courses' as steps in the process of planning. 4
21. Explain by giving any four reasons, why understanding of business environment is important for managers? 4
22. "Management is an art." Give reasons in support of your answer. 4
23. Explain the steps involved in the process of controlling. 5
24. It is one of the elements of marketing mix which contains one of the most important decisions that a marketer has to take to promote sales. This decision was taken by Mr. Dinesh, Marketing Manager of Rising Ltd. which facilitated the customers in product identification and hence ensured quality. It also built up their confidence and help in increasing their level of satisfaction. Apart from this, they provide educational scholarships for poor children in the society.
- (i) Identify and explain the element of marketing mix highlighted in the above case.
- (ii) Also identify any three values which Rising Ltd. wants to communicate to the society by providing educational scholarships for poor children. 5
25. Explain the process of selection of employees. 5
26. United Ltd. is proposing to issue 10,000 8% Debentures of ₹ 1,000 each and Certificate of Deposit of ₹ 35,00,000 for meeting its fund requirements during expansion.
- (i) Identify the markets from where they can find the required amount by quoting the lines from the questions.
- (ii) Distinguish between them on any three basis. 5
27. 'Hunger', 'Stability of Income' and 'Friendship' are three different human needs. Identify and explain those three needs according the maslow's need hierarchy theory of motivation in which the above said human needs are included. 6

OR

Mr. Arun, Manager (Operations) sets the targets for his subordinates without discussing it with

them. He firmly tells them that if the task is not completed then strict action will be taken against them. Name and explain the style of leadership he is following. Also state any two advantages and any two limitations of it.

28. How are the shareholders of a company likely to gain with a debt component in the capital employed? Explain with a suitable example. 6

OR

Explain any four factors which affect the capital structure of a company.

29. Explain any four objections to advertising. 6

OR

What is meant by 'Price' ? Explain any five factors which help in determining price.

30. Explain the steps involved in the organising process. 6

OR

Explain any four points which highlight the importance of decentralisation in an organisation.

Paper Submitted by :

Author G.S. Alag, 9268971752

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**“Failure is not a defeat, it is a delay.
However, the real failure is that when you
stop trying.”**

– G.S. ALAG

Guess Paper-2
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- | | |
|--|---|
| 1. Define 'Accountability' as an element of 'Delegation'. | 1 |
| 2. What is meant by 'Business Environment'? | 1 |
| 3. Standards are set in quantitative as well as in qualitative terms. Identify the type of standards when it is set in terms of 'revenue to be earned.' | 1 |
| 4. Name any two points which highlight the importance of consumer protection from the point of view of business. | 1 |
| 5. What is workload analysis? | 1 |
| 6. What is meant by 'Leadership'? | 1 |
| 7. How efficiency can be increased? Give two examples. | 1 |
| 8. State the meaning of policy as a type of plan. | 1 |
| 9. State any one advantage of formal organisation. | 1 |
| 10. Name the function of management which refers to the process of instructing, guiding, counselling, motivating and leading people in the organisation to achieve its objectives. | 1 |
| 11. While formulating a plan, the manager is required to make certain assumptions about the future. What are these assumptions called? | 1 |
| 12. Who sets up a District Forum? | 1 |
| 13. Explain the following principles of management : | 3 |
| (i) Scalar chain; | |
| (ii) Equity. | |
| 14. What is meant by 'Financial Management'? State its any two objectives. | 3 |
| 15. ABC Ltd. manufactures electrical appliances. They massively advertise about their products with incomplete and wrong information. More or less their products are not of superior quality. They charge higher prices for their products. | |
| (i) Identify the objection to advertising highlighted in the above situation. | |
| (ii) State any two values which are not followed by ABC Ltd. | 3 |
| 16. State any three 'Regulatory functions' of Securities and Exchange Board of India (SEBI). | 3 |
| 17. Explain 'Harmony, Not Discord' as a principle and 'Differential Piece Wage System' as a technique of scientific management. | 3 |
| 18. What is meant by an investment decision? Give two examples of investment decision. | 3 |
| 19. "Planning is an important function of management." State any four reasons. | 4 |

20. Explain the following 'Rights of Consumers' : 4
 (i) Right to Choose;
 (ii) Right to be Heard.
21. Explain any four impacts of Government policy changes on Business and Industry. 4
22. Explain any four reasons that have made management so important. 4
23. What is meant by packaging? State any four functions of packaging. 5
24. Explain 'Apprenticeship Programme' and 'Internship training' as methods of training. 5
25. "Controlling is an indispensable function of management." Do you agree? Give five reasons in support of your answer. 5
26. Distinguish between 'capital market' and 'money market' on the basis of : 5
 (i) Participants
 (ii) Instruments Traded
 (iii) Duration
 (iv) Liquidity, and
 (v) Expected Return.
27. Define "Motivation". Explain, Maslow's need hierarchy theory of motivation. 6
- OR**
- What is meant by 'Democratic' style of leadership? State any three advantages and any two limitations of it.
28. Explain any four factors which help in determining the working capital requirements of a company. 6
- OR**
- Explain any four factors which affect the requirements of fixed capital of a company.
29. What is meant by "Functional Structure" of an organisation? Explain any three advantages and two limitations of it. 6
- OR**
- What is meant by "Divisional Structure" of an organisation? Explain any three advantages and two limitations of it.
30. Explain any four factors determining choice of channels of distribution. 6
- OR**
- Explain any four qualities of a good salesman.

“To have self-confidence is great, but to maintain self-confidence is even greater.”

– G.S. ALAG

Guess Paper-3
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- | | |
|---|---|
| 1. Give the meaning of 'Organising'. | 1 |
| 2. State how controlling improves future planning. | 1 |
| 3. Who has set up the National Commission? | 1 |
| 4. What is positive motivation? | 1 |
| 5. "The task of management is to make people work towards achieving the organisational goals, by making their strengths effective and their weaknesses irrelevant." Name the dimension of management highlighted by this statement. | 1 |
| 6. What is workforce analysis? | 1 |
| 7. "Mobile phones are banned for students in schools." Name the type of plan highlighted by this statement. | 1 |
| 8. Define 'Communication' as an element of 'Directing'. | 1 |
| 9. What is meant by right to safety to a consumer? | 1 |
| 10. What is the next step in the planning process after objectives are set and assumptions are made? | 1 |
| 11. Define 'Globalisation' as a process of economic reforms. | 1 |
| 12. Give two examples of informal groups. | 1 |
| 13. Explain the following principles of management : | 3 |
| (i) Stability of Tenure of Personnel; | |
| (ii) Order. | |
| 14. What is meant by 'Financial Planning'? State any two points of its importance. | 3 |
| 15. State any three functions of stock exchange. | 3 |
| 16. A detergent powder manufacturer is marketing its detergent powder of 225 gms. for ₹ 10. To increase its profit margin the firm is contemplating to increase the price of the product but considering the degree of competition it faces, they decided to reduce the quantity to 200 gms., for the same price. This change is quite difficult to notice by the customer. Name any three values that are ignored by the firm. | 3 |
| 17. Explain 'Cooperation, Not Individualism' as a principle and 'Functional Foremanship' as a technique of scientific management. | 3 |
| 18. What is meant by "dividend decision"? State any two factors affecting the dividend decision. | 3 |
| 19. What is meant by management as a science? Explain with the help of any three features. | 4 |
| 20. Explain any four limitations of planning. | 4 |

21. Explain any four impacts of Government policy changes on Business and Industry. 4
22. Explain any four functions of consumer organisations and non-government organisations (NGOs) for protecting and promoting the interest of consumers. 4
23. Which function of management helps in choosing right people and putting them on the right job? Explain any four points of importance of this function. 5
24. What is meant by “Labelling”? Explain any four functions of “Labelling”. 5
25. Explain the process of that function of management which ensures that actual activities conform to planned activities. 5
26. Explain the trading procedure of stock exchange. 5
27. Explain any four points of importance of organising. 6

OR

Explain any four points which highlight the importance of delegation in an organisation.

28. How are the shareholders of a company likely to gain with a debt component in the capital employed? 6

OR

Explain any four factors which help in determining the working capital requirements of a company.

29. Explain any four reasons, why directing is an important function of management. 6

OR

Explain any four semantic barriers of communication.

30. Explain the following functions of marketing : 6
- (i) Gathering and Analysing Market Information;
 - (ii) Market Planning;
 - (iii) Product Designing and Development;
 - (iv) Customer Support Services.

OR

Explain any four factors determining choice of channels of distribution.

“The only way to obtain perfection in any field is constant learning and practice.”

– G.S. ALAG