

SAMPLE PAPER-2014

SUBJECT: BUSINESS STUDIES (054)

GRADE: XII

MAX. MARKS: 90

TIME: 3 Hours

NO.OF PAGES: 4

GENERAL INSTRUCTIONS:-

- (i) Answer to questions carrying 1 mark may be from one word to one sentence.**
 - (ii) Answer to questions carrying 3 marks may be from 50 to 75 words.**
 - (iii) Answer to questions carrying 4-5 marks may be about 150 words.**
 - (iv) Answer to questions carrying 6 marks may be about 200 words.**
 - (v) Attempt all parts of a question together.**
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1. How is 'Span of Management' related to organization structure? (1)
2. 'Interaction among people at work give rise to a network of social relationships among employees' called the informal organization. It originates from within the formal organization. This type of organization is very influential in XYZ Company. State any two values achieved through informal organization? (1)
3. "A bank customer, who wants to withdraw money from his account should present duly filled withdrawal form or cheque on the counter, get a token and then collect cash from cash counter". What type of plan is it? (1)
4. What is induction training? (1)
5. Mention two techniques of Manpower planning? (1)

6. Name the element of directing function under which the superiors assure the subordinates that their needs will be taken care of. (1)
7. 'Sending notice to employees to attend a meeting'. Name the type of formal communication illustrated in it. (1)
8. List two depositories registered with SEBI. (1)
9. Name the two market segment of NSEI. (1)
10. Name the instrument which is unsecured, negotiable, short-term instrument in bearer form, issued by commercial banks and development financial institutions. (1)
11. Maruti Udyog sells its cars and vans through company approved retailers. Which type of indirect channel of distribution is it? (1)
12. It has been defined as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer values of management. Mention the concept defined here. (1)
13. Name and explain the technique of Taylor which is the strongest motivator for a worker to reach standard performances. (3)
14. Taking the first step with self-motivation is one of the traits of an intelligent person. Which principle does it indicates. Explain. (3)
15. Explain how controlling improves motivation and ensures order and discipline. (3)
16. Why it is said that planning is reciprocal of controlling. (3)
17. While going through the newspaper article on consumer day, read that consumer should keep in mind his responsibilities while purchasing, using and consuming goods and services. Fulfilling the responsibilities also fulfills some values. Enumerate them. (3)
18. State against whom a complaint can be filed under Consumer Protection Act 1986. (3)
19. Explain any four duties of human resources management. (4)
20. Explain any four factors affecting working capital. (4)
21. Explain any four factors affecting capital structure. (4)

22. How much of the profit earned by company is to be distributed to the shareholders and how much of it should be retained in the business for meeting the investment requirements'-Which financial decision considers this? Explain this decision. (4)
23. Explain the impact of Government Policy changes on Business and Industry. (5)
24. "Coordination is regarded as the essence of management rather than a separate function of management". Explain. (5)
25. "Evaluating alternative course of action is one of the step in the function of management". Identify the function and explain the other steps involved in it. (5)
26. Explain the trading procedure of stock exchange. (5)
27. Explain any four points of importance of decentralization (6)
- OR
- Differentiate between Functional and Divisional Structure on the basis of:-
(1) Formation (2) Cost (3) Specialization (4) Coordination
28. "It is necessary that goods and services must be made available to the customers at the right place, in right quantity and at the right time". Name and explain the concerned element of marketing and explain any four components of this elements. (6)
- OR
- "Price of a product is influenced by many factors". Explain any four factors influencing pricing.
29. Explain different styles of leadership with diagram. (6)
- OR
- Explain organizational barriers to effective communication.
30. "Demand for wood will be derived from demand for furniture and other wooden items in the market". This is an example stating the characteristics of one of the categories of products. Name and explain the category and state any four characteristics of the category of the products. (6)
- OR
- Explain any four importance of personal selling to businessman.
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