

Guess Paper – 2014
Class – XII
Subject – BUSINESS STUDIES

CHAPTER-1

1. Define Management with three features.
2. Explain the need of management.
3. Explain management as an art and as science.
4. Explain various functions of various levels of management with their positions.
5. Explain various functions of management.
6. Define coordination with elements.
7. Difference between coordination and cooperation.

CHAPTER-2

1. Difference between henry fayol and f.w.taylor.
2. Write three importance of principles of management.
3. Define the following-division of work,unity of command,unity of direction,scalar chain,esprit de corps,initiative,equity.
4. What do u mean by scientific management.
5. Explain various principles of scientific management.
6. Write a short note on FUNCTIONAL FOREMENSHP.
7. Explain various techniques of scientific management.

CHAPTER-3

1. Define business environment.
2. Define the following-economic environment,social environment ,political environmrnt.
3. Write the managerial response to changes in business environment.
4. Write three points of importance of business environment.
5. What do u mean by globalization,privatization and liberalization.

CHAPTER-4

1. What do u mean by the concept planning.
2. Write importance and limitations of planning.
3. Explain the process of planning.
4. Define-strategy,objective,procedure,budget.

CHAPTER-5

1. Explain the principles of organizing.
2. Difference between formal and inormal organization.
3. Difference between functional and divisional organization.
4. Difference between delegation and decentrilisaation.
5. Write down various elements and importance of delegation of authority.

CHAPTER-6

1. What do u mean by human resourse planning with importance.
2. Explain staffing procedure.
3. Explain selection procedure.
4. Explain various internal and external sources of recruitment with merits and demerits.
5. Explain various on the job and off the job methods of training.

CHAPTER-7

1. Define directing also write various principles of directing.
2. Explain various elements of directing.
3. Write the role of supervisor.
4. Explain various types of leaders with their qualities.
5. Explain maslows need theory of motivation.
6. Make a list of various financial and non financial incentives of motivation.
7. Difference between formal and informal communication.
8. Draw various networks of formal and informal communication

CHAPTER-8

1. Define controlling with its process.
2. Explain the relationship between planning and controlling.
3. Write various requirements of a good control system.

CHAPTER-9

1. What do u mean by financial management.explain various decisions to be taken under financial mgt.
2. What do u mean by capital structure. Explain its factors.
3. What do u mean by fixed capital. Explain its factors.

4. What do u mean by working capital. Explain its factors.
5. Define the following – trading on equity,financial leverage,financing decision,net working capital.

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CHAPTER-10

1. Difference between primary and secondary market.
2. Difference between money and capital market.
3. Write various instruments of money market.
4. Write various methods of issuing securities in primary market.
5. Functions of SEBI and a STOCK EXCHANGE..
6. Explain the trading procedure of a stock exchange.

CHAPTER-11

1. Write various philosophies of marketing management.
2. Explain various functions of marketing management.
3. Explain the concept MARKETING MIX.
4. Define price,pricemix,pricing strategies and factors effecting price.
5. Define product,product mix,and branding,lebeling and packaging with their types.
6. Explain various fastors effecting channels of distribution.
7. Write various channels of distribution.
8. What do u mean by promotion,promotion mix.
9. Write various techniques of promotion mix.
10. Explain various techniques of sales promotion.
11. Advertising is a waste or useful .comment.
12. Difference between personal selling and sales promotion.

CHAPTER-12

1. Define a consumer.
2. Write features of consumer protection act 1986.
3. Explain the redressal agencies as per CPA 1986.
4. Write various rights and duties of a consumer as per CPA 1986.
5. Explain the role of NGOS for protecting consumers interest.

Paper Submitted by:

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