

GUESS PAPER

CLASS XII

BUSINESS STUDIES

TIME : 3 HOURS

M.MARKS-80

General Instructions :-

- All the questions are compulsory.
- Marks are indicated against each questions.

1. List any two personal objectives of management. 1
2. State the principle of 'order' 1
3. 'Planning always leads to success'. Do you agree? Give reason in support of your answer. 1
4. What is the direction of flow of responsibility and accountability? 1
5. Hero Ltd's target is to produce 20000 shirts per month at a cost of Rs. 150/- per shirt. The production manager could achieve the target at a cost of Rs. 170/- per shirt. Do you think the production manager is efficient? Give reason in support of your answer. 1
6. Explain the role of political environment in shaping the business. 1
7. Deepak shah purchased a car for Rs. 19 lac from an automobile company and found its engine defective. Despite many complaints the defects was not rectified. He filed a case in the district forum. But he was not satisfied with the orders of the district forums and decided to appeal. Suggest him the highest authority where he could appear if not satisfied again by the decision of next higher authority. 1
8. 'Blindly following the goal of customer satisfaction has led to many social and environment ills' do you agree? Justify. 1
9. Define 'training ' and 'development' . 3
10. Difference between primary market and secondary market. 3
11. 'Packaging has acquired great significance in the marketing of goods', in the light of this statements, state any three functions at packaging. 3
12. Explain briefly how planning establishes standards for controlling. 3
13. Principle of taylor and fayol are mutually. Complementary. One believed that the management should scientifically select the person and the work assigned should suit his/ her physical and intellectual capabilities, while the other suggested that the work can be performed more efficiently if divided into specialised tasks. Identify and explain the principles of fayol and taylor referred to in the above Para. 3
14. Explain any four semantic barriers to effective communication. 4
15. Explain the following rights of the consumer : right to safety and right to consumer Education 4
16. Explain the 'management of exception' helps in the controlling process. 4
17. The court passed an order to ban polythene bags as :-
 - a. These bags are creating many environmental problems which effect the life of people in general.
 - b. Society in general is more concerned about quality of life

The government decided to give subsidy to jute industry to promote this business . innovative techniques are being developed to manufacture jute bags at low rates. Income are rising and people can afford to by these bags.

Identify the different dimensions of business environment by quoting the lines from the above particulars. 4

18. Aman, avneesh and amrish have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform.
- Purchase of raw material
 - Purchase of machinery
 - Arrangement of finance
 - Production of toys
 - Sales of toys
 - Identifying the areas where they can sell their toys.
 - Selection of employees

In order to facilitate the work they thought that four managers should be appointed to look after.

- Production
- Finance
- Personnel

Identify the function of management involved in the above mentioned para .

Quote lines from the above para which help you in identifying this function.

State the steps followed in the process of management. 4

19. Rajan Ltd engaged in manufacturing electrical appliances. The company has been facing lot of problems for the last few months because of chaos between two department viz; production department and sales department for delayed production. However, production department blames sales department for poor sales. The forte that can integrate the two departments is missing. Moreover in the production department both the management and the workers do not realise the importance of each other. There is no cooperation, mutual confidence and sense of goodwill between the managers and workers. 4
20. What is meant by controlling? Describe the steps in the process of controlling. 5
21. 'there is no need of manpower planning as so many people are available in the market'. Do you agree with this statement? Give reason in support of your answer. 5
22. Naman, working as supervisor in Ranbow Ltd. Is given a target of producing 100 shirts a day. Due to his habit of doing things differently, an idea struck him which would not only give job opportunities he would also transfer authority from a superior to a subordinate as the superior cannot perform all the functions on his own-however, Hari Singh, the production manager, does not give any importance to naman's creativity and hence does not allow Naman from deviating from the pre-decided methods and techniques.
- By not allowing Naman from deviating from the pre-decided methods and techniques, Mr. Hari Singh rise to one of the limitations of management functions. Identify the management function and the limitations.
 - Which concept is being followed by Naman by transferring authority from superior to subordinate?
 - Which values hari Singh must have for the employees like naman. 5
23. 'determining the overall cost of capital and the financial risks of the enterprise depend upon various factors'. Explain any factors. 6

24. "personal selling plays a very important role in the marketing of goods and services" do you agree? Explain any four reasons in support of your answer. 6
25. Mr. Navin, director of PQR Ltd. Desires to modernise its factory by making a public issue of shares. He wishes to approach stock exchange, while his financial advisor Mr. Harish prefers to approach JMD consultants for the new public issue of shares. Please advise Mr. Navin whether to approach stock exchange or a consultant for new public issue of shares and why? Also advice about any two methods which the company may adopt for new public issue of shares. 6

Paper based on new pattern

All the best

RAHUL ARORA SIR
PGT COMMERCE
MEERUT PUBLIC SCHOOL
rahularorasir@gmail.com