

**Model Paper 2014-15**  
**Class XII**  
**Business Studies**

Time: 3 Hrs

MM: 80

- 1 Mr. Sunil is working as a Branch Manager of an insurance company in Chennai. Mention the level of management at which he is working. 1
- 2 "There should be place for everything and everything should be on its place." Which principle of management is this and by whom it has been given? 1
- 3 A trainer is highly skilled in his field of weaving in a Thread Manufacturing company. He has trained so many workers in the organization. Which importance of organizing is highlighted by this statement? 1
- 4 Which element of one of the functions of management is the process of influencing behavior of subordinates to work willingly and enthusiastically for achieving desired results? 1
- 5 Name the function of management which ensures that actual performance results are in accordance with planned results. 1
- 6 A company has decided to open a new factory for its expansion project. Name the type of decision involved. 1
- 7 Which money market instrument is issued by Reserve Bank of India on behalf of Government of India? 1
- 8 A company uses various sales promotion techniques like "Buy One, Get One Free", "Free Gifts", "Lucky Draw" on regular basis to increase its sales. Identify the values which are ignored by the company. (any two) 1
- 9 What do you mean by Method Study? Explain. 3
- 10 "To ensure that a plan has been implemented successfully and is working effectively, a further step is required." Identify this step and explain it. 3
- 11 Can an over burdened manager take help from his subordinates? How? Explain the three important things which he should keep in mind while taking such help. 3
- 12 "Since every manger performs staffing function, there is no need for separate Human Resource Department as it also performs the staffing function." Do you agree with this statement? Give any two reasons. 3
- 13 "During the period of economic down trend, a company assured its employees that no 3

- employee would be retrenched because of economic down trend.” Name the type of incentive that the company has offered to its employees and explain any two more incentives of this type.
- 14 “Directing is the heart of management process.” Do you agree? Give any three reasons in support of your answer. 4
- 15 A production manager of a company was given a standard soap. He was asked to produce similar other soaps. What control process would he have followed? 4
- 16 Mr. Suresh is completely engaged in his Business of manufacturing Electronic goods like Electric Cables, Iron, Geysers, Pumps etc. explain any two factors that will affect his fixed capital requirements and working capital requirements. 4
- 17 What do you mean by Secondary Market? Explain functions of SEBI? 4
- 18 Your company has recently launched a wide range of washing machines. You do not want to incur huge cost. What are different alternative distribution channels that you can follow? How these would benefit the company? 4
- 19 Who is a ‘Consumer’ as per Consumer Protection Act? What are the responsibilities given to any Consumer? 4
- 20 “Business environment is quite significant for Business Organisations.” Explain any five reasons for this. 5
- 21 Which function of management helps in obtaining right people and putting them on the right jobs? Explain any five points of importance of this function. 5
- 22 Explain any five factors which affect dividend decision. 5
- 23 ‘Management is regarded as an Art by some, science by others and inexact science by many more. The truth seems to be somewhere in between.’ In the light of this statement explain the exact nature of management. 6
- 24 Explain four types of barriers to effective communication. Also brief one type (example) of each barrier. 6
- 25 “All organizations need marketing” Do you agree to this statement? If so, give reasons in support of your answer along with relevant examples from business sector. 6