

CLASS XII

SAMPLE PAPER

BUSINESS STUDIES

1. Explain the term price rigging. 1
2. Explain the term badla.1
3. Why the cost of debt is lower than equity?1
4. Why the capital budgeting decisions are crucial & not to be overlooked?1
5. Explain accountability.1
6. What is sensex?1
7. What is organizational structure .1
8. Give the details of composition of committee of district forum.1
9. “SEBI aims to meet the need of 3 groups.” Name them & explain.3
10. Unique Ltd. is engaged in manufacturing electrical appliances. The company has been facing lot of problems for the last few months because of chaos between two departments i.e. Production department and sales department. Sales department blames production Department for delayed productions. However, production department blames sales Department for poor sales. The force that integrates the two departments is missing.
 - a) Identify the missing force in the above case and list its two characteristics.3
11. Explain any 2 function of financial market.3
12. Mr. David, working as Sales executive in Mahalaxmi Ltd. possesses good marketing techniques. His techniques involve oral presentation of message in the form of conversation with prospective customers for the purpose of making sales.
 - A) Name the promotional tool used by Mr. David.(3)
 - B) Identify the values which can be inculcated by using the technique in the above case.
13. “These are the result of leader’s philosophy, personality, and experience & value system. “Name the concept & explain its types also. 3
14. Explain employment exchange & direct recruitment. 3

15. “It is concerned with the direction of purposeful activities towards the attainment of marketing goals.” Name the concept & explain its any 3 objectives.4
16. “This concept of financial decision affects the profitability & financial risk.” Name it & explain any 3 factors affecting it.4
17. Explain consumer responsibilities.4
18. Explain the importance of the concept of organizing which increases the value of subordinates. 4
19. Name the function of management & explain its process also – “It is the scale of performance of the business”. 5
20. Name the concept – “It is single most important factor of marketing mix which affects revenue & the profit of the firm. Explain the factors which may affect it? Any 4.(1+4)
21. Explain depository system in detail. 5
22. Name one of the function of management & explain its importance also— “every action in the organization is initiated through this function only i.e. it converts your plans into actions .(5)
23. Are the critics really justified in raising objections to advertising? Explain.(6)
24. Shiva Ltd. was not performing well. After detailed analysis it was discovered that workers of the Production Department were not satisfied with the behavior of Mr. Ajay, the production manager, as workers were forced to work for long hours without any rest.
Keeping this in view this the management decided to replace Mr. Ajay with Mr. Vijay who had recently completed his M.B.A. from IIM Ahmedabad. Mr. Vijay did a detailed analysis of work which involved heavy manual labour. He allowed small pauses to the workers so that they could recharge their energy for optimum Contribution.
- a) Name and explain the technique of Scientific Management adopted by Mr. Vijay.
- b) Also explain any 4 techniques. (1+5)
25. Name & explain money market instruments -----(6)
- a) This instrument is issued at a lower price than their face value.
- b) It is also called document of title.
- c) It is used to meet flotation cost.

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