

# CLASS XII

## GUESS PAPER

### BUSINESS STUDIED

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#### General Instructions:

- (i) Answers to questions carrying 1 mark may be from one word to one sentence.
- (ii) Answers to questions carrying 3 marks may be from 50 – 75 words.
- (iii) Answers to questions carrying 4 – 5 marks may be about 150 words.
- (iv) Answers to questions carrying 6 marks may be about 200 words.
- (v) Attempt all parts of a question together Marks are given at the end of each question.

1. Anyone can be called as a manager irrespective of educational qualification possessed. Why?
2. What was the focus of Fayol's & Taylor's principles?
3. What is an opportunity mean in business environment?
4. Give the difference between policy & objective.
5. Why departmentation is necessary?
6. How internal recruitment is better than external one?
7. Explain the training which is providing on dummy models.
8. Explain secondary market.
9. . Nippon Ltd. an organization manufacturing generators. The marketing manager delegates the task to five sales representatives working under him. Among them the three sales representatives was able to achieve their respective targets. As a result the marketing manager talks to the CEO of the company to recognize the performance of the three sales representatives. The company decides to upgrade their cadre and their salary package also. Name and explain the element of directing function which the company assures the three representatives to achieve their targets. What values does the company inculcate to the other two sales representatives?(1+2)
10. "It is a managerial process which takes place throughout the life of an organization." Name it? & explain its importance. Any 2. (1+2)
11. It is one of the elements of market mix which contains one of the most important decisions that a marketer has to take to promote sales. This decision was taken by Mr.Mukund, Marketing manager of Intel Ltd. which facilitated the customers in product identification and hence ensured quality. It also built up their confidence and help in increasing their level of satisfaction. Apart from this, they provide educational scholarships for poor children in the society.  
Identify the element of marketing mix.  
Name any two values being emphasised by ensuring quality products for customers and by running An orphanage home. (1+2)
12. Give the difference between three tier machinery services. (3)
13. Explain any 3 importance of consumer protection. (3)
14. 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.(1+2)

a) Identify the missing force in the above case.

b) Explain any 2 importance of the force.

15. The government restricted the use of LPG cylinders to only nine per family per year.

Name the dimension of business environment highlighted in the above. Explain the effect of new economic policy also. (1+3)

16. Explain how training is beneficial in each & every organisation.4

17. Explain importance of financial planning. 4

18. Explain any 4 limitations of planning. 4

19. Explain any 5 techniques of Taylor. 5

20. . Explain any 4 methods of flotation used in primary market. 5

21. Explain any 4 sales promotional tools.5

22. Explain the importance of controlling. 5

23. Explain importance of delegation of authority. 6

24. Explain the factors affecting price mix. 6

25. Explain the functions of packaging. 6

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