

**KENDRIYA VIDYALAYA SANGATHAN**  
**RAIPUR REGION**  
**CLASS: XII**  
**GUESS PAPER**  
**SUBJECT: BUSINESS STUDIES**

Time: 3 Hours

M.M.: 90

General instructions:

1. Please check that this question paper contains 30 questions.
2. 15 minutes time has been allotted to read this question paper.
3. Answers to questions carrying 1 mark may be from one word to one sentence.
4. Answers to questions carrying 3 marks may be from 50 to 75 words.
5. Answers to questions carrying 4-5 marks may be about 100- 150 words.
6. Answers to questions carrying 6 marks may be about 200 words.  
Internal choice is given in the questions carrying 6 marks.
7. Attempt all parts of a question together.

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Q1 “Our assets walk out of the door each evening. We have to make sure that they come back the next morning”. This statement is related to which function of management? 1

Q2 How supervision is helpful in maintaining discipline? 1

Q3 which type of incentives are required for the satisfaction of safety and security need? Give one example. 1

Q4 what do you mean by key result area in the context of controlling?

- Q5 Canara Bank wants to open a new branch of his bank. What is this decision called? 1
- Q6 what is the cost of raising funds called? 1
- Q7 Bhuvan got a chance to buy shares in the ratio of 1:1 from ABC Company. What is this type of issue called? 1
- Q8 State any one function of stock exchange. 1
- Q9 what is labelling? 1
- Q10 ‘They don’t sell what they can make, but they make what they can sell’. Name the marketing concept to which this statement is related. 1
- Q11 Suggest any two remedies available under Consumer Protection Act. 1
- Q12 Sandeep purchased a diesel car for Rs7 lacs from an automobile company and found that engine is defective. Despite many complaints the defect was not rectified. Suggest to him the appropriate authority where he can file the complaint under Consumer Protection Act. 1
- Q13 Hina and Hitesh are typists in a company having same educational qualifications .Hina is getting Rs3000 per month and Hitesh Rs4, 000 per month as salary for same working hours. At the end of the year Hina achieved her target but Hitesh being the relative of Management was appreciated, whose performance was lower than Hina. Which Principle of management is violated in this case?  
Name and explain this principle. 3
- Q14 Explain Time Study as technique of scientific management. 3
- Q15 “Planning is not a guarantee of success of a business”. Do you agree? Comment by giving three points in favour of your answer. 3
- Q16 A firm wants to increase its sales by 25% for the coming year. Identify and explain the type of plan involved here. 3

- Q17 Explain three features of a good brand name. 3
- Q18. Differentiate between marketing and selling on three points. 3
- Q19 Explain steps involved in the process of organising. 4
- Q20 An electronic company manufacturing TV and Refrigerator wants to bring two new products Washing Machine and AC's in the market for which manufacturing will done at **Palampur** an economically backward area and for each product separate division are to be set up. In-charge of washing machine division and AC's division will be female and disabled person respectively.
- (A) Identify and explain the organisational structure suitable for the company.
- (B) State any two values which have been considered here. 4
- Q21 Explain with the help of an example, how the earning per share can be increased due to the presence of loan component(s) in the capital structure of a company? 4
- Q22 Explain the following rights of consumers:
- (i) The right to safety.
- (ii) The right to seek Redressal. 4
- Q23 "Lack of proper management results in wastage if time, money and efforts." Do you agree with this statement? Give five reasons in support of your answer. 5
- Q24 Explain any five impacts of Government Policy changes on Business and Industries in India. 5
- Q25 A company X limited is setting up a new plant in India for manufacturing auto components. India is highly competitive and cost effective production base in this sector. X limited is planning to capture about 40% of the market share in India and also export to the tune of at least 5 million dollars in about 2 years of its planned

operations. To achieve these targets it requires a highly trained and motivated work force. You has been retained by the company to advice in this matter.

- (i) Outline the process of staffing the company should follow.
- (ii) Which source of recruitment the company rely upon? Give two reasons for your recommendations. 5

Q26 Explain the steps involved in the process of controlling. 5

Q27 “Directing is the heart of management.” Do you agree? Give four reasons to support your answer.

OR

Explain any six qualities of a good leader. 6

Q28 You are the finance manager of company. The board of directors has asked you to determine the working capital requirement for the company. Explain any six factors that you would like to take in consideration while determining the requirement of working capital of the company.

OR

Financial management is based on three broad financial decisions. What are these decisions?

Explain any one decision and three factors affecting such decision. 6

Q29 Explain any four instruments of money market.

OR

(A) Differentiate between primary market and secondary market (Any three)

(B) Explain Regulatory functions of SEBI. 6

Q30 Identify the method of sales promotion in the following cases:

1. A mobile company offers a discount of Rs500 to clear off excess inventory.
2. Purchase a goods of Rs30, 000 and get a holiday package of worth Rs15, 000 free.
3. A company offers 40% extra shaving cream in a pack of 200 gms.
4. A company offers a pack of  $\frac{1}{2}$  kg sugar with the purchase of a 10 k.g. bag of rice.
5. Scratch a card and get a gold coin with the purchase of a cold drink.
6. A customer gets Rs5 off on return of an empty wrapper while making a new purchase of same product.

OR

‘Pricing of a product is an important and effective competitive weapon in the marketing which depends upon various factors’  
Explain any four such factors.

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