

CLASS XII

GUESS PAPER

BUSINESS STUDIES

GENERAL INSTRUCTION:

- i). Answer to questions carrying 1 mark may be from one word to one sentence.
 - ii). Answer to questions carrying 3 marks may be from 50 to 75 words.
 - iii). Answer to questions carrying 4-5 marks may be about 150 words.
 - iv). Answer to questions carrying 6 marks may be about 200 words.
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1. “Demand for reservations for minorities’ refers to an example of key component of general environment of business. Name the component. 1
2. What does the principle of initiative indicate? 1
3. Sunpack Ltd; intense to achieve a return of 20% on investment. What type of plan it is? 1
4. What is meant by “follow-up action” as the step involved in the planning process? 1
5. Which device helps subordinates of the same level of different departments to communicate directly in case of emergency? 1
6. Why is selection considered to be a Negative Process? 1
7. What is critical point control? 1
8. What is the basis difference between On the job training and Off the job training? 1
9. What is meant by “right to be heard “ by a consumer? 1
10. Mini wants to buy a gold ring. As an aware customer how can she be sure about the quality of gold ring, which she is going to buy? 1
11. Explain in brief any three decisions involved in financial management. 3
12. Explain “Management as an Art”. 3
13. Distinguish between Capital Market and Money Market on the basis of: -
1) Participants 2) Duration 3) Instrument 3
14. “Product is a bundle of utilities”. Do you agree? Comment. 3
15. Explain the objectives of the financial Planning. 3
16. “Management is the process of working with and through others to achieve organizational objectives in a changing environment”. In the light of this statement explain any four characteristics of management. 4
17. Explain any four features of Business Environment. 4
18. In an electrical goods manufacturing company, there are four main activities. Marketing, Production, Finance and Personnel. The General Manager is planning

- to structure the organization. Which type of organization structure should be adopted and why? Give three reasons. 4
19. Explain the elements of directing function of management. 4
20. Explain any four responsibilities of consumers to safeguard their interests. 4
21. Explain any five regulatory functions of SEBI. 5
22. What are the advantages of budgetary control for a business enterprise? 5
23. Differentiate between Advertising and Personal selling. 5
24. In spite of best efforts of managers sometimes planning fails to achieve the desired results due to its limitations. Explain any five limitations of planning. 5
25. Explain the significance of Principles of Management. 5
26. Choice of appropriate channel of distribution is a very important marketing decision, which affects the performance of an organization. Explain factors, which affect the choice of channel of distribution. 6
- Or
- What is Branding? Explain any four characteristics of good brand name.
27. Explain the factors affecting investment decisions. 6
- Or
- Determination of capital structure of a company is influenced by a number of factors. Explain any six such factors.
28. Explain briefly the need and importance of motivation. 6
- Or
- A leader can influence the behavior of his subordinates only if he has certain qualities. Explain any six such qualities of a good leader.
29. Explain the steps involved in the process of staffing in an organization. 6
- Or
- Explain briefly any six types of external source of recruitment of workers.
30. What you mean by “Centralization”. Differentiate between Delegation and De-centralization on the basis of: - 6
- 1) Nature 2) Freedom of action 3) Purpose 4) Scope
- Or
- Differentiate between Authority, Responsibility and Accountability on the basis of: -
- 1) Meaning 2) Delegation 3) Origin 4) Flow

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