

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. Why is selection considered to be a Negative Process? | 1 |
| 2. What is 'Critical Point Control'? | 1 |
| 3. Why is it said that principles of management are universal? | 1 |
| 4. What is meant by "Right to be heard" to a consumer? | 1 |
| 5. What is the meaning of the principle of scientific management, namely "Co-operation, not individualism"? | 1 |
| 6. If right kinds of employees are not available, what will be the consequence? | 1 |
| 7. What is meant by "follow-up action" as the step involved in the planning process? | 1 |
| 8. Just after declaration of Lok sabha elections 2009 results, the Bombay Stock Exchange's price index (Sensex) rose by 2100 points in a day. Identify the environmental factor, which lead to this rise. | 1 |
| 9. Namita wants to buy a packet of juice. As an aware customer how can she be sure about the quality of the juice she plans to buy? | 1 |
| 10. "A bank customer, who wants to withdraw money from his account should present duly filled withdrawal form or cheque on the counter, get a token and collect cash from cash counter". What type of plan is it? | 1 |
| 11. Write short note on "Management as a Profession". | 3 |
| 12. Explain in brief any three decisions involved in Financial Management. | 3 |
| 13. State the objectives of the financial management. | 3 |
| 14. Distinguish between capital market and money market on the basis of: -
1) Liquidity 2) Safety 3) Expected return | 3 |
| 15. "Product is a bundle of utilities" Do you agree? Comment. | 3 |
| 16. "Lack of proper management results in wastage of time, money and effort" explain the importance of management in the light of this statement. | 4 |

17. Explain the elements of directing function of management. 4
18. Sushma Ltd; is engaged in the production of marble products. The members of the organization has friendly relations among them. What type of organization exists in Sushma Ltd? Explain any three benefits of developing such organization. 4
19. Explain any four responsibilities of the consumers to safeguard their interest. 4
20. What role does technological and legal environment play in business? 4

21. “ No enterprise can achieve its objectives without planning”. Do you agree with this statement? Give any four reasons in support of your answers. 5
22. Differentiate between Advertising and Personal selling. 5
23. What are advantages of budgetary control for a business enterprise? 5
24. Explain any five functions of Stock Exchange. 5
25. Explain the nature of principles of management. 5
26. Explain six factors affecting financial decisions. 6

Or

Determination of capital structure of a company is influenced by a number of factors. Explain any six such factors.

27. Explain various barriers of effective communication. 6
- Or
- “Directing is the heart of management process”. Do you agree? Give any five reasons to support your answers.

28. Why are external source of recruitment is better than internal source of recruitment? 6
Explain briefly any five reasons.

Or

Explain the steps involved in the process of staffing in an organization.

29. What you mean by “Centralization”. Differentiate between Delegation and Decentralization 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

30. What is branding? Explain any four characteristics of a good brand name. 6

Or

What is price-mix? Explain briefly the factors to which the marketers should pay attention before fixing the price of a product.

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