

Series PCC**Code No. 98**

Roll No.

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Candidate must write the Code on the title page of the answer-book.

- Please check that this question paper contains 05 printed pages.
- Code number given on the right hand side of the question paper should be written on the title page of the answer – book by the candidate.
- Please check that this question paper contains 24 questions.
- **Please write down the Serial Number of the question number before attempting it.**
- Fifteen minutes time has been allotted to read this question paper. The question paper will be distributed at 08:45am. From 08:45 am to 09:00am, the student will read the question paper only and will not write any answer on the answer script during this period.

Business Studies

CLASS XII

Time Allowed: 3:00 hours.

Maximum Marks: 100

General instruction:

- (i). *All the questions are compulsory.*
- (ii). *Marks are indicated against each question.*
- (iii). *Answer to question carrying 1 mark may be from **one word** to **one sentence**.*
- (iv). *Answer to question carrying 3 mark may be from **50 -75** words.*
- (v). *Answer to question carrying 4-5 marks may be about **150** words.*
- (vi). *Answer to question carrying 6 marks may be about **200** words.*
- (vii). *Attempt all parts of a question together.*

Questions:

1. List any two personal objectives of Management. (1)

2. State that principles of management are science not rule of thumb. (1)

3. Differentiate **effectiveness** and **efficiency of management**. (1)

4. State the major objective of Fatigue Study. (1)

5. Give any one example of external source of Management. (1)

6. What is on the job training? (1)

7. What is capital structure? (1)

8. Debts are always subjected to the more profitability in comparison of equity but it may lead to the insolvency. Why? (1)
9. Which Act of consumer protection provides safety to consumers against deficient services? (1)
10. What should a consumer do to have proof of the purchase made? (1)
11. 'Planning involves choice'. Explain briefly. (3)
12. Distinguish between authority and responsibility on the basis of: (3)
(i) Direction of flow (ii) delegation (iii) origin
13. Give conditions to be kept in mind while building an organizational structure. (3)
14. State the three methods through which 'initial-public offer' can be made. (3)
15. What is meant by 'selling concept' of marketing? (3)
16. Planning provides the basis of control? (4)
17. Blue birds limited offers to its employees to issue shares at a price which is less than the market price. (4)
(i) Name and explain the type of incentive offered to the employees.
(ii) Explain one more incentive of the same category.

- 18.** Explain the term 'financial management'. Briefly explain any three of its objectives. (4)
- 19.** State any two advantages and two limitations of formal organization. (4)
- 20.** Explain the following as ways and means of consumer protection: (4)
- (i) Consumer awareness (ii) Government
- 21.** R. N. Vijay is the Chairman of Teaching Point Tutorials (P) Ltd. name the managerial level at which he is working. State any four functions he will perform as chairman in this company. (5)
- 22.**(i) Rahul, a manager, expects his colleagues to get work out of subordinates and without giving them any right and powers. Which principle of management is being violated? Name the principle and explain the same in brief.
- (ii) Name and explain the technique of Taylor which is the strongest motivator for a worker to reach management was suggested to achieve it? Also explain it.
- $2\frac{1}{2} + 2\frac{1}{2} = (5)$
- 23.** Explain any five changes initiated by the government of India since 1991. (5)
- 24.** The directors of a company want to modernize its company by making a public issue of shares. They wish to approach stock exchange, while the finance manager prefer to approach a consultant for the new public issue of shares. Advise the directors whether

to approach stock exchange or a consultant for new public issue of shares and why?
Also advise about stock exchange or a consultant for new public issue of shares. (5)

25. Choice of appropriate channel of distribution is a very important marketing decision, which affects the performance of an organization. Explain any five factors which affect the choice of channel of distribution. (5)

26. ‘Training is beneficial for both for the organization as well as for the employees.’ Explain any three benefits of training towards the organization and any three towards the employees. (6)

OR

‘Filling vacancies from within the organization has some advantages as well as limitations.’ Explain any three such advantages and any three limitations.

27. A leader can influence the behavior of his subordinates only if he has certain qualities. Explain any five such qualities of a good leader. (6)

OR

Informal communication is often carries rumors and distorted facts; even then it is required in all the organizations with formal communication. Explain, Why?

28. ‘Controlling is a systematic process involving a series of steps.’ Explain. (6)

OR

Controlling is an indispensable function of management.’ Do you agree? Give reasons in support of your answer.

29.The directors of a company, of which you are the finance manager, have to design the capital structure for the company and have asked you about the factors that affect the capital structure of a company. Give your view points with reasons. **(6)**

OR

What does financing decision involve? List the factors which affect the financing decision.

30.Name the element of marketing mix which affects the revenue and profits of a firm. Explain any five factors which help in determining this element. **(6)**

OR

Although it is favorable for consumer as well as for producer to supply goods directly to the consumers but it is not always possible. Give reasons why it is so, by explaining four different factors.