

UP Board Class 12 Business Studies 2026 (Set 350 MI) Question Paper



General Instructions

- (i) This question paper contains 30 questions. All questions are compulsory.
- (ii) It comprises 10 single-correct multiple-choice questions.
- (iii) Attempt every question; detailed solutions are provided in the companion solutions booklet.

1. Management is:

- (A) A Science
 - (B) An Art
 - (C) Both Science and Art
 - (D) None of these
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2. Who is known as the father of Scientific Management?

- (A) Henry Fayol
 - (B) Elton Mayo
 - (C) F.W. Taylor
 - (D) Peter Drucker
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3. Which management thinker gave the 14 Principles of Management?

- (A) Maslow
 - (B) Henry Fayol
 - (C) McGregor
 - (D) Elton Mayo
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4. Which of the following is not a function of management?

- (A) Planning
 - (B) Staffing
 - (C) Directing
 - (D) Profit-making
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5. Internal and external environment are parts of:

- (A) Organization
 - (B) Control
 - (C) Business environment
 - (D) Staffing
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6. Which is not a source of recruitment?

- (A) Internal source
 - (B) External source
 - (C) Selection
 - (D) Promotion
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7. Maslow is related to:

- (A) Leadership theory
 - (B) Motivation theory
 - (C) Communication theory
 - (D) Control theory
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8. The main objective of financial management is:

- (A) Profit maximisation
 - (B) Wealth maximisation
 - (C) Sales maximisation
 - (D) Cost minimisation
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9. Which two functions are closely related?

- (A) Planning and control
 - (B) Staffing and motivation
 - (C) Organisation and supervision
 - (D) Communication and packaging
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10. Labelling is mainly related to:

- (A) Finance
 - (B) Marketing
 - (C) Staffing
 - (D) Planning
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11. Define management.



12. Mention any two principles of Scientific Management given by F.W. Taylor.



13. What is meant by business environment?



14. Define planning.



15. What is meant by delegation of authority?



16. State any two external sources of recruitment.



17. What is Motivation?



18. What is meant by Controlling?



19. State any two factors affecting fixed capital requirement.



20. Give two functions of labelling.



21. Explain the importance of Management as both an Art and a Science.



22. What is business environment? Explain significance of natural environment in business.



23. Explain the difference between delegation and decentralisation.



24. Discuss Maslow's hierarchy of needs theory of motivation.



25. Explain any five functions of marketing.



26. Explain McCarthy's '4P' Model of Marketing.



27. Discuss the importance of Business environment in management decision-making.

OR

Write a detailed article on Management in 21st Century.



28. Explain the process of staffing.

OR

What is meant by centralisation and decentralisation? Tell the difference between two.

29. Describe the interrelationship between planning and controlling.

OR

Explain the meaning and methods of training.

30. "Consumer Protection is a social necessity, not merely a legal obligation." Explain with reference to Consumer Protection Act, 2019.

OR

What is meant by Branding? State features of a good brand.