

Kerala Board Class 12 Business Studies Question Paper 2026

Time Allowed :3 Hours

Maximum Marks :70

Total questions :38

General Instructions

Read the following instructions very carefully and strictly follow them:

1. The paper is divided into Section A and Section B.
2. Section A includes objective-type questions.
3. All questions in Section A are compulsory.
4. Section B includes short answer, and long answer type questions.
5. Answers must be written legibly within the word limit.
6. Use of unfair means or electronic devices is prohibited.
7. Follow the correct format and instructions for each section.

1. Every manager has his own unique way of managing things and people. This is related to -----

- (A) Management as a profession
- (B) Management as a science
- (C) Management as an art
- (D) None of these

2. Use of mobile phones are restricted in school campus. What type of plan is this ?

- (A) Policies
 - (B) Rules
 - (C) Procedures
 - (D) Projects
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3. Identify the test used by an organisation to measure the ability of an employee to learn a given job.

- (A) Aptitude test
 - (B) Trade test
 - (C) Personality test
 - (D) Intelligence test
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4. Maslow's Need Hierarchy Theory is based on certain assumptions. Identify the incorrect statement with respect to these assumptions.

- (A) People's behaviour is based on their needs.
 - (B) A satisfied need can no longer motivate a person.
 - (C) People's needs are in a hierarchical order, starting from basic needs to high level needs.
 - (D) A person moves to lower level of need only when a higher level need is satisfied.
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5. Which of these is not a part capital structure ?

- (A) Equity shares
 - (B) Debentures
 - (C) Short term borrowings
 - (D) Bonds
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6. Large scale production done to reduce the average cost of production is the essence of _____ concept of Marketing Management.

- (A) Production concept
 - (B) Product concept
 - (C) Selling concept
 - (D) Marketing concept
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7. Which one of the following is not a function of packaging ?

- (A) Product identification
- (B) Product promotion

(C) Product protection

(D) Product planning

8. Name the function which reviews the operations in a business unit.

9. Which business environment prohibits the advertisement of alcoholic beverages ?

10. The framework within which an organisation operates is called _____

11. Explain any two points of importance of consumer protection from the view of consumers.

12(a). Explain the following function of marketing: Transportation

12(b). Explain the following function of marketing: Product designing and development
