

# UP Board Class 12 Business Studies Question Paper 2026

Time Allowed :3 Hours

Maximum Marks :80

Total questions :30

## General Instructions

**Read the following instructions very carefully and strictly follow them:**

1. Please check that this question paper contains 23 printed pages.
2. Q.P. Code given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
3. Please check that this question paper contains 30 questions.
4. 15 minute time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the candidates will read the question paper only and will not write any answer on the answer-book during this period.
5. Question papers are available in both English and Hindi.

### 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) McGreger
  - (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 the 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.**

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

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**13. What is meant by business environment ?**

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**14. Define planning.**

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**15. What is meant by delegation of authority ?**

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**16. State any two external sources of recruitment.**

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**17. What is Motivation ?**

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**18. What is meant by Controlling ?**

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**19. State any two factors affecting fixed capital requirement.**

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**20. State two functions of labelling.**

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

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

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**23. Explain the difference between delegation and decentralisation.**

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

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**25. Explain any five functions of marketing.**

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

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**27(a). Discuss the importance of Business environment in management decision-making.**

**OR**

**27(b). Write a detailed article on Management in 21st Century.**

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**28(a). Explain the process of staffing.**

**OR**

**28(b). What is meant by centralisation and decentralisation ? Tell the difference between two.**

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**29(a). Describe the interrelationship between planning and controlling.**

**OR**

**29(b). Explain the meaning and methods of training.**

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

**OR**

**30(b). What is meant by Branding? State features of a good brand.**

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