CBSE Class 12 Business Studies 2004 - Set 66/1

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 100**

General Instructions

(i) This question paper contains 25 questions.
(ii) Answers to questions carrying 2–3 marks should not exceed 30–40 words.
(iii) Answers to questions carrying 4–5 marks should not exceed 60–80 words.
(iv) Answers to questions carrying 6 marks should not exceed 100 words.
(v) Attempt all parts of a question together.

Questions

1. Explain, in brief, 'management' as a group of people having managerial responsibility for the enterprise.

2. Give two examples of the impact on business organisations of changes in social environment.

3. Explain, in brief, the term 'supervision' as an element of directing.

4. What is the societal concept of marketing ?

5. Differentiate between 'marketing' and 'selling' on the basis of (a) meaning and

(b) emphasis.

6. Explain any three points which highlight the nature of principles of management.

7. Enumerate any three advantages and any three disadvantages of 'formal communication'.

8. "Leadership is required only for less efficient subordinates." Do you agree ? Give any three reasons in support of your answer.

9. Explain briefly any three factors that are considered while fixing the price of a product.

10. Explain any three sales promotion activities commonly used by marketers.

11. Which principle of management envisages that each group of activities having the same objectives must have one head and one plan ? Explain the principle with a suitable example.

12. "Delegation of authority is a process involving authority, responsibility and accountability." Explain this statement, in brief.

13. Which method of wage payment — Time-rate or Piece-rate — would you adopt in each of the following situations ? Give reasons in support of your answer.

(i) Where rate of output is determined solely by machine and not by operation,

(ii) Where production process requires high degree of skill,

(iii) Where work flow is regular, and

(iv) Where quantity of output is more important than its quality.

14. The directors of a newly established company having paid up equity share capital of Rs. 2.5 crores, desire to get its shares traded at an Ail India level Stock Exchange. As finance manager of the company, suggest the name of the Stock Exchange for the purpose. Give any three reasons in support of your answer.

15. State any four regulatory functions of the Securities and Exchange Board of India (SEBI).

16. "Management and Administration mean the same thing." Explain the view.

17. Explain, in brief, any five economic changes that have been initiated by the Government of India since 1991.

18. Explain briefly the various steps involved in the process of controlling.

19. "Though one of the effects of under-capitalisation is that the market value of shares goes up, yet under-capitalisation is not considered good for the company." Do you agree with the statement ? Give reasons.

20. Explain, in brief, any five factors that should be taken into consideration while determining the long-term dividend policy.

21(a). Explain briefly any six points which highlight the importance of planning.

OR

21(b). Explain, in brief, the meaning of 'policy' and 'rule' as types of plans and give any four points of distinction between them.

22(a). What is an 'informal organisation' ? Distinguish between 'formal organisation' and 'informal organisation' on the basis of : (i) purpose, (ii) behaviour of members, (iii) adherence to rules, and (iv) stability.

OR

22(b). Explain, in brief, any six points which highlight the importance of decentralisation in an organisation.

23(a). Explain, in brief, any six steps involved in the process of selection of employees.

OR

23(b). Explain briefly any six external sources of recruitment of workers.

24(a). "Advertising costs are passed on to the consumers in the form of high prices" and "Some advertisements are in bad taste". Do you agree ? Give reasons in support of your answer.

OR

24(b). Explain, in brief, the factors that are taken into consideration while taking decision on pricing the product.

25(a). Explain the following rights of consumers :

(i) The Right to safety,

(ii) The Right to consumer education, and

(iii) The Right to be heard.

OR

25(b). Explain any four ways and means of consumer protection followed in India.

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