CBSE Class 12 Business Studies 2004 - Set 66/1/2

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. What is meant by the societal concept of marketing ?

2. Explain, in brief, the term 'motivation' as an element of directing.

3. Differentiate between 'marketing' and 'selling' on the basis of :

(a) objective and

(b) process

4. Give any two examples of the impact on business organisations due to change in economic environment.

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

6. Explain briefly any three techniques of sales promotion commonly used by marketeers to attract the customers towards the product.

7. "The post of supervisor should be abolished in the hierarchy of managers". Do you agree ? Give any three reasons in support of your answer.

8. Explain briefly any three features of advertising.

9. Enumerate any six common barriers to effective communication.

10. State and explain any three points which highlight the nature of principles of management.

11. State any two developmental functions and any two regulatory functions of Securities and Exchange Board of India. (SEBI)

12. The directors of a company want to modernise its plants and machinery by making a public issue of shares. They wish to approach stock exchange, while the finance manager prefers 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 the different methods which the company may adopt for the new public issue of shares.

13. Which principle of management is violated if an employee is asked to receive orders from two superiors ? Explain the principle with a suitable example.

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

15. 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 quality is of supreme importance,

(ii) Where units of output can be measured,

(iii) Where job is standardised, and

(iv) Where there is no clear relationship between effort and output.

16. Explain, in brief, any five factors that should be taken into consideration while determining capital structure for a business.

17. "Both under-capitalisation and over-capitalisation are evils, but under-capitalisation is a lesser evil." Do you agree with this statement ? Give reasons.

18. Explain, in brief, any five ways in which Indian managers are responding to changes in business environment.

19. "Management and administration mean the same thing." Explain the view.

20. Explain briefly the relationship between 'planning' and 'controlling'.

21(a). Explain, in brief, the following methods of training the workers :

(i) Apprenticeship programme

(ii) Vestibule training

(iii) Job-rotation and

(iv) Internship training

OR

21(b). Differentiate between 'Training' and 'Development' on the basis of

(i) Purpose

(ii) Level of trainees involved

(iii) Scope of learning

(iv) Depth of knowledge imparted

(v) Initiative in learning and

(vi) Duration

22(a). 'Advertising encourages sale of inferior and dubious products' and 'Advertising confuses rather than helps'. Do you agree ? Give reasons..

OR

22(b). Explain, in brief, the factors on which the choice of channels of distribution depend.

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

(i) The Right to be informed

(ii) The Right to choose and

(iii) The Right to healthy environment

OR

23(b). Giving any six points, explain the importance of consumer protection in India.

24(a). Explain briefly any six features of planning.

OR

24(b). Explain, in brief, the meaning of 'Goals' and 'Objectives' as types of plans and give any four examples of each.

25(a). What is 'functional structure' of organisation ? Explain any two advantages and any two disadvantages of this form of organisation.

OR

25(b). What is 'formal organisation' ? Distinguish between 'formal organisation' and 'informal organisation' on the basis of

(i) formation, (ii) stability, (iii) communication and (iv) flow of authority

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