CBSE Class 12 Business Studies 2004 - Set 66/1/3

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

(a) objective and

(b) process

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

3. What is 'marketing management' ?

4. Explain, in brief,'management' as an activity.

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

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

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

8. Explain the meaning of management principles and state how are they derived at.

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

10. Enumerate any six common barriers to effective communication.

11. 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.

12. 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.

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

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

15. "Authority can be delegated but responsibility cannot." Explain this statement, in brief.

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

17. "Administration comes first, management follows it". Explain the view.

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

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

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

21(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

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

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

OR

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

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

OR

23(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

24(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

24(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

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

OR

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

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