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

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 an activity.

2. Give two instances of impact of changes in political environment on companies.

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

4. What is meant by 'marketing management' ?

5. Differentiate between 'marketing' and 'selling' on the basis of (i) scope and (ii) stage of start of these activities.

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

7. Enumerate any three advantages of 'informal communication' from the point of view of members of an organisation and from the point of view of management.

8. "Leadership is the source of motivation." Do you agree ? Give three reasons in support of your answer.

9. Explain briefly any three features of advertising.

10. Explain in brief any three methods used by public relations professionals to influence the public opinion for shaping the public image of a business enterprise.

11. Which principle of management aims at securing the loyalty and devotion of the employees by giving them kind, fair and just treatment ? Explain the principle with a suitable example.

12. "Authority can be delegated but responsibility cannot." Explain the statement, in brief.

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

(i) Where the output of learners cannot be expected to reach the minimum standard,

(ii) Where there is clear relationship between efforts and output,

(iii) Where units of output cannot be measured, and

(iv) Where quality is less important than quantity

14. You are a finance expert. One of your friends comes to you and tells you that the capital market and the money market are one and the same, whereas you differ with him. How would you convince him ? Give any four reasons.

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

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

17. Explain, in brief, any five benefits of understanding environment in shaping the future of business.

18. Explain briefly any five points which highlight the importance of controlling.

19. "Over-capitalisation is a curse to the shareholders." Do you agree with the statement ? Give reasons.

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

21(a). Explain briefly any six steps in the formulation of a plan.

OR

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

22(a). What is meant by 'organising' ? Explain, in brief, the steps involved in the process of organising.

OR

22(b). Explain the term 'decentralisation', in brief, and distinguish between 'decentralisation' and 'delegation' of authority on the basis of (i) scope, (ii) significance, (iii) freedom of action, and (iv) essentiality.

23(a). Explain, in brief, any six steps in the staffing process.

OR

23(b). Explain briefly any six reasons as to why the training of employees is needed.

24(a). "Advertising confuses rather than helps" and "Some advertisements are in bad taste". Do you agree ? Give reasons.

OR

24(b). Explain briefly any six factors that should be taken into consideration while taking decisions on a particular medium of advertisement.

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

(i) The Right to basic needs,

(ii) The Right to safety, and

(iii) The Right to redressal of grievances

OR

25(b). Explain any four responsibilities of a consumer.

- End of Question Paper -