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

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 product concept of 'marketing' ?

2. Explain, in brief, the term 'directing' as a function of management.

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

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

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

6. 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.

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

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

9. 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.

10. Explain any three reasons as to why the proper understanding of management principles is necessary.

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

12. 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.

13. 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.

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 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

16. Explain, in brief, any five factors that should be taken into consideration while determining the requirements of working capital of a business enterprise.

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

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

19. "Administration is a part of management." Explain the view.

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

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

OR

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

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

OR

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

23(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

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

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

OR

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

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

OR

25(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.

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