CBSE Class 12 Business Studies 2004 - Set 66/2

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 'marketing management' ?

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

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

(b) emphasis.

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

5. Explain, in brief, 'management' as a process.

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

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

8. Explain briefly any three features of personal selling.

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

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

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

12. 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.

13. 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.

14. "The concept of decentralisation is related to the concept of delegation." 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 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.

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. "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.

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

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

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

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

OR

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

22(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

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

23(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

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

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

OR

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

25(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

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

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