CBSE Class 12 Business Studies 2005 - Set 66/1/1

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. State any two functions of top-level management.

2. What is meant by 'economic environment' of business ?

3. Enumerate any two features of directing.

4. What is meant by production concept of marketing ?

5. How does marketing help a firm to build goodwill in the market ?

6. An organisation follows the principles of management. What are the positive effects of each of the following principles of management on the organisation ?

(i) Scalar chain

(ii) Equity, and

(iii) Division of work

7. How does motivation improve the efficiency of workers in an organisation ? Give any three points

8. "All managers are leaders, but all leaders are not managers." Do you agree with this statement ? Give any three reasons in support of your answer.

9. Enumerate any three market related factors that should be kept in view while taking decision on the choice of channels of distribution of any product.

10. State any three objectives of sales promotion.

11. Describe, in brief, Taylor's principles of

(i) Science, not the rule of thumb, and

(ii) Harmony, not discord.

12. Define the term 'Organising' and enumerate the steps involved in the process of organising.

13. You are the representative of workers in a factory and want to impress upon the management the need for introducing time-rate system in place of existing piece-rate system of wage payment. What four reasons would you like to give to the management to justify your viewpoint ? Explain, in brief.

14. "Securities and Exchange .Board of India (SEBI) is the watchdog of the securities market." Do you agree ? Give four reasons in support of your answer.

15. Distinguish between Capital market and Money market on the basis of

(i) Participants,

(ii) Instruments traded

(iii) Investment outlay, and

(iv) Safety

16. "Management is regarded as fully-developed profession." Do you agree ? Give reasons.

17. Explain any five negative impacts of liberalisation and globalisation on business and industry in India.

18. "Controlling helps in achieving objectives of the organisation and improving employees' morale." Explain this statement, in brief.

19. Explain any five factors which the capital structure of a business enterprise.

20. You are a newly appointed finance advisor in a company and found that the company is over-capitalised. The management does not agree with your findings. Convince the management by giving five reasons in support of your viewpoint.

21(a). Explain, in brief, any six features of planning.

OR

21(b). Defining 'organisational objectives' is the first step in the process of planning. Explain, in brief, the other steps of this process.

22(a). Distinguish between formal and informal organisations on the basis of

(i) formation,

(ii) purpose,

(iii) structure,

(iv) behaviour of memebers,

(v) stability, and

(vi) adherence to rules.

OR

22(b). "Authority can be delegated but accountability cannot." Explain the statement.

23(a). Why is the employees' training necessary in an organisation ? Explain in brief any six reasons.

OR

23(b). Explain, in brief, any six steps involved in the selection procedure of employees.

24(a). Explain the various factors which should be considered before taking decision on the choice of a particular medium of advertising for a product.

OR

24(b). You are the marketing manager of a company manufacturing toy car. Which media would you choose for advertising your product ? Explain in brief, any five reasons in support of your answer.

25(a). Explain, in brief, any six remedies available to consumers under the Consumer Protection Act, 1986.

OR

25(b). Explain, in brief, any four rights of consumers as provided under the Consumer Protection Act, 1986.

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