CBSE Class 12 Business Studies 2005 - 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. What is meant by the product concept of marketing ?

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

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

4. Enumerate any two points of importance of directing as a function of management.

5. State any two functions of middle-level management.

6. State any three features of personal selling.

7. "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.

8. 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.

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

10. An organisation follow the principles of management. What are the positive effects of each of the following principles of management on the organisation ?

(i) Unity of direction,

(ii) Esprit de crops, and

(iii) Subordination of individual interests to general interests.

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

(i) Liquidity,

(ii) Expected return,

(iii) Duration, and

(iv) Instruments traded.

12. "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.

13. Define the term 'Functional Structure' of an organisation and enumerate any three merits of this form of organizational structure.

14. 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.

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

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

(ii) Harmony, not discord.

16. Explain any five factors that affect the requirement of fixed capital of an enterprise.

17. 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.

18. Explain any five major changes initiated by the Government of India since 1991 to modernise India's Industrial system.

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

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

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

OR

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

22(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

22(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.

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

OR

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

24(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

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

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

OR

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

- End of Question Paper -