CBSE Class 12 Business Studies 2005 - 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. How does marketing create demand for products and services ?

2. What is meant by the 'product concept of marketing' ?

3. State any two functions of top-level management.

4. What is meant by 'social environment' of business ?

5. Enumerate any two functions fo a supervisor.

6. “Efficiency and productivity depend upon the quality of leadership.” Do you agree with this statement ? Give any three reasons in support of your answer.

7. Enumerate any three company related factors that should be kept in view while deciding the choice of channels of distribution for any product.

8. State any three objectives of sales promotion.

9. An organisation follows the principles of management. What are the adverse effects of each of the following principles of management on the organisation :

(i) Unity of command

(ii) Order

(iii) Stability of tenure of personnel

10. Why is it important to motivate employees in an organisation ? Give any three reasons.

11. You are the representative of workers in your factory. Which method of wage payment — time-rate or piece-rate — would you prefer for your colleagues ? Explain in brief any four reasons in support of your answer.

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

(i) Participants,

(ii) Instruments traded,

(iii) Investment outlay, and

(iv) Safety.

13. “Securities and Exchange Board of India (SEBI) is the regulatory authority of the securities market.” Do you agree ? Explain in brief any four reasons in support of your answer.

14. Describe, in brief, Taylor’s principles of

(i) separation of planning and operational work, and

(ii) science, not the rule of thumb.

15. Define the term 'Organisation Structure' and enumerate any three considerations to the kept in mind while building an organisational structure.

16. “Controlling helps in monitoring sales and coping with organisational complexities.” Explain this statement in brief.

17. Explain briefly any five factors that affect the capital structure of a business enterprise.

18. You are a newly appointed finance manager in the company and you found that the company is badly affected by over-capitalisation. The directors do not agree with your findings. Convince the directors by giving any five effects of over-capitalisation on the company.

19. "Management is regarded as an art." Do you agree ? Explain the reasons.

20. Explain briefly any five positive impacts of globalisation and liberalisation on business and industry in India.

21(a). Explain any six qualities of a successful salesman.

OR

21(b). You are the advertising manager of a business unit providing catering services for supplying food and snacks at the doorsteps of consumers in a metropolitan area. Which media of advertisement would you choose to advertise your product ? Give any five reasons in support of your answer.

22(a). Explain, in brief, any six ways and means of consumer protection followed in India.

OR

22(b). Explain, in brief, any six functions of consumer organisations in the area of consumer protection.

23(a). Explain in brief, the meaning of 'Planning' and any five characteristics of planning.

OR

23(b). "No enterprise can achieve its objectives without systematic planning." Do you agree ? Give any five reasons in support of your answer.

24(a). Why are external sources of recruitment better than internal sources of recruitment ? Explain briefly, any six reasons.

OR

24(b). Why is staffing an important function of management in all the organizations ? Explain in brief, any six reasons.

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

(i) Purpose,

(ii) Stability,

(iii) Adherence to rules,

(iv) Tenure,

(v) Flow of authority, and

(vi) Communication.

OR

25(b). "Delegation of authority helps in reducing the workload of managers and in motivating the subordinates." Explain this statement.

- End of Question Paper -