CBSE Class 12 Business Studies 2005 - 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. How does marketing help an enterprise to establish a place in the market ?

2. What is meant by 'selling concept of marketing' ?

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

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

5. Enumerate any two features of directing.

6. "Managerial functions cannot be carried out without an efficient system of communication." Do you agree ? Give any three reasons is support of your answer.

7. Enumerate any three product related factors that should be taken into consideration while taking a decision on the choice of channel of distribution for any product.

8. State any three features of public relations.

9. 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

(iii) Division of work

10. Why is leadership considered as the most important element of directing function of management ? Give any three reasons.

11. The workers of a factory are demanding the introduction of time-wage system in place of the existing piece-rate system of wage payment. The management is not prepared to accept this demand of the workers. Why, in your opinion, is the management opposing this demend ? Explain in brief any four reasons.

12. Distinguish between the features of National Stock Exchange of India (NSEI) and Over the Counter Exchange of India (OTCEI) on the basis of

(i) size of company,

(ii) securities traded,

(iii) settlement, and

(iv) objective.

13. "In today's commercial world, the stock exchange performs many vital functions." Do you agree ? Give any four reasons in support of your answer.

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

(i) co-operation, not individualism, and

(ii) maximum, not restricted output.

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

16. "Controlling helps in financial matters and maintaining and improving quality." Explain this statement, in brief.

17. Explain briefly any five points of importance of financial planning.

18. You have joined as a finance advisor in a company and found that the company was under-capitalised. The directors of the company do not agree with you as they are ignorant about the meaning of under-capitalisation. Explain to them the meaning of 'under-capitalisation' and convince them by giving four reasons in support of your viewpoint.

19. "Management is regarded as a perfect science." Do you agree ? Explain in brief any five reasons.

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

21(a). Explain the major activities involved in physical distribution of goods.

OR

21(b). You are the advertising manager in a company manufacturing coloured television sets. Which media would you choose for advertising your product ? Explain briefly any five reasons in support of your answer.

22(a). Explain, in brief, any six reasons as to why consumer protection is needed in India.

OR

22(b). Explain, in brief, any six responsibilities of consumers to safeguard their interests.

23(a). Explain, in brief, any six limitations of planning.

OR

23(b). "Planning is of vital importance in the managerial process." Do you agree ? Explain in brief any five reasons in support of your answer.

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

OR

24(b). Explain, in brief, any six external sources of recruitment of employees.

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

(i) Communication,

(ii) Flow of authority,

(iii) Tenure,

(iv) Leadership,

(v) Durability, and

(vi) Interdependence.

OR

25(b). Delegation of authority is based on the elementary principle of division of labour." Explain this statement.

- End of Question Paper -