CBSE Class 12 Business Studies 2005 - 66/3

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 'production concept of marketing' ?

2. How does marketing help an enterprise to establish a place in the market ?

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

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

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

6. State any three objectives of sales promotion.

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

8. 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.

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

10. An organisation follows 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 corps

(iii) Subordination of individual interests to general interests

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

(i) Participants,

(ii) Instruments traded,

(iii) Investment Outlay, and

(iv) Safety.

12. "In today's commercial world, the stock exchange performs many vital functions." Do you agree ? Give any 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 organisational structure.

14. 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.

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

(i) co-operation, not individualism, and

(ii) maximum, not restricted output.

16. Explain briefly any five factors which affect the capital structure of a business enterprise.

17. 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.

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

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

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

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

OR

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

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

OR

22(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.

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

OR

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

24(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

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

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

OR

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

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