CBSE Class 12 Business Studies 2007 - Set 66/1

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. What is meant by the term 'Motivation' ?

2. What is meant by Sales Promotion ?

3. Define Product Mix.

4. What role does legal environment play in the business ?

5. Mohan, a manager, does not distribute the work amongst his subordinates, either according to capability or proportionately. Which principle of management is being overlooked and why ?

6. Write a short note on 'Management as a Discipline'.

7. Briefly explain any three barriers to effective communication.

8. Distinguish between 'Direction' and 'Supervision'.

9. Briefly explain any three objectives of marketing management.

10. State with reasons your choice of a media of advertising for selling of soft drinks.

11. Explain in brief the objectives of management.

12. What is meant by 'stock exchange' ? Briefly explain any three of its functions.

13. What is meant by 'Primary Market' ? Briefly explain the concept of 'Rights issue for existing companies'.

14. Distinguish between 'formal' and 'informal' organisation (any four points).

15. Distinguish between 'external' and 'internal' sources of recruitment (any four points).

16. Briefly explain the techniques of Taylor's Scientific Management.

17. What is meant by 'Privatisation' ? In what ways have the Indian business houses/managements responded to this change ?

18. What is meant by 'controlling" ? Briefly explain any three steps in the process of controlling.

19. What is meant by 'financial management' ? Explain any three decisions involved in in financial management.

20. Explain the meaning of Fixed Capital. Briefly explain any four factors that determine the fixed capital of a company.

21(a). Does planning have limitations ? Explain any five such limitations.

OR

21(b). Explain why planning is necessary for effective management.

22(a). Define the term 'decentralisation'. Outline any four points of itsimportance for organisations.

OR

22(b). What is meant by 'delegation of authority' ? Explain any three elements of delegation of authority.

23(a). What is the meaning of 'training' ? Explain any four needs of training.

OR

23(b). Briefly explain the different methods of training.

24(a). Explain any six functions of marketing.

OR

24(b). "Advertising misleads customers and increases the cost of products." Do you agree with this statement ? Give reasons in support of your answer.

25(a). Explain any three ways or means of consumer protection available in India.

OR

25(b). Briefly explain any three rights of a consumer available under the Consumer Protection Act, 1986.

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