CBSE Class 12 Business Studies 2009 - Set 66/1/1

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 30 questions.
(ii) Answers to 1-mark questions may be from one word to one sentence.
(iii) Answer 3-mark questions in 50–75 words.
(iv) Answer 4–5-mark questions in about 150 words.
(v) Answer 6-mark questions in about 200 words.
(vi) Attempt all parts of a question together.

Questions

1. Why is "Management called a group activity" ?

2. "Management increases efficiency." How ?

3. Why are Principles of Management called flexible ?

4. What does the principle of 'Initiative' indicate ?

5. State first two steps in the process of planning.

6. Give one difference between Policy and Procedure.

7. What is meant by directing ?

8. Why it is said that "The supervisor is a link between management and the operative employees." ?

9. What is meant by "Right to be heard' to a consumer ?

10. What is the purpose of enacting the Consumer Protection Act 1986 ?

11. "Controlling is looking back." Explain.

12. Explain the objective of Financial Planning.

13. State the objective of Financial Management.

14. Define Capital Market. State the two parts of capital market.

15. What is meant by 'direct channels of distribution' ? List any four methods of direct distribution.

16. Aman, Avneesh and Amrish have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform :

(i) Purchase of raw materials

(ii) Purchase of machinery

(iii) Production of toys

(iv) Arrangement of finance

(v) Sale of toys

(vi) Identifying the areas where they can sell their toys

(vii) Selection of employees.

In order to facilitate the work they thought that four managers should be appointed to look after (a) Production (b) Finance (c) Marketing (d) Personnel.

(A) Identify the function of management involved in the above mentioned para.

(B) Quote the lines from the above para which help you in identifying this function.

(C) State the steps followed in the process of this function of management.

17. 'Some learning opportunities are designed and delivered to improve skills and abilities of employees whereas some other are designed to help in the growth of individuals in all respects.

Identify and explain the two concepts explained above.

18. "All managers are leaders but all leaders are not managers." In the light of this statement differentiate between leadership and management.

19. Explain how controlling helps in 'achieving better co-ordination' and 'better planning' ?

20. Explain any four functions of Consumer Organisations and Non-Government Organisations (NGO's) for protecting and promoting the interest of consumers.

21. "Coordination is the orderly arrangement of group efforts to provide unity of action in the pursuit of common purpose." In the light of this statement explain the nature of coordination.

22. Explain 'Differential Piece Rate' and 'Functional Foremanship' as techniques of scientific management.

23. Explain any five limitations of planning.

24. Why was Securities and Exchange Board of India (SEBI) set up ? Explain any four objectives of SEBI.

25. 'Bending the customer according to the Product' and 'Developing the product according to customer-needs' are the two important concepts of marketing management.

Identify the concepts and differentiate between the two.

26(a). What is meant by 'Functional Structure' of an organisation ? Explain any two advantages and two limitations of it.

OR

26(b). Explain the elements of delegation of authority.

27(a). 'Staffing is an important function of management in all organisations'. Why ? Explain any four reasons.

OR

27(b). What is meant by Recruitment ? Explain any four external sources of recruitment.

28(a). "Directing is the heart of management process." Do you agree ? Give four reasons in support of your answer.

OR

28(b). "Effectiveness of a manager depends on his ability to communicate effectively." Explain how ?

29(a). Explain any four factors affecting working capital requirement of a company.

OR

29(b). "Determination of capital structure of a company is influenced by a number of factors." Explain any four such factors.

30(a). What are the characteristics of a good brand name ? Explain.

OR

30(b). Explain the following sales promotion activities :

(i) Discount

(ii) Product combination

(iii) Financing

(iv) Lucky draw

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