CBSE Class 12 Business Studies 2009 - 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 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 it said that management is a goal-oriented process ?

2. "Management helps in development of society." How ?

3. Why are the principles of management called universally applicable ?

4. Why did Fayol introduce the concept of 'Gang Plank' in the principle of 'Scalar-Chain' ?

5. What is meant by 'selecting an alternative' as a step in the planning process ?

6. What is meant by 'Policy' as a type of Plan ?

7. Give any two elements of directing.

8. How does a supervisor act as a linking pin between management and the operatives ?

9. What is meant by 'Right to choose' to a consumer ?

10. Which claims can be appealable before the Supreme Court under Consumer Protection Act ?

11. "Controlling is forward looking." Explain.

12. Explain the importance of 'Financial Planning'.

13. "Sound Financial Management is the key to the prosperity of business." Explain.

14. Differentiate between capital market and money market.

15. What is meant by channels of distribution ? Explain the types of channels of 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 (1) Production (2) Finance (3) Marketing (4) 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 others are designed to help in the growth of the individual in all respects."

Identify and explain the two concepts explained above.

18. "Leadership is required only for less efficient subordinates." Do you agree ? Explain any four reasons in support of your answer.

19. How does controlling help in 'achieving objectives' and 'improving employees morale' ?

20. Explain any four responsibilities of the consumer to safeguard his interests.

21. "Coordination is not a separate function of management, it is the essence of management." Explain with the help of a suitable example.

22. Explain any two reasons why proper understanding of management principles is necessary.

23. Explain any five points of importance of planning for a large business enterprise.

24. Why was the Securities and Exchange Board of India (SEBI) set up ? Explain any four regulatory functions 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 'Divisional Structure' of an organisation ? Explain any two advantages and any two limitations of it.

OR

26(b). What is meant by 'Formal Organisation' ? Explain any five features of Formal Organisation.

27(a). What is meant by Internal Source of Recruitment ? Why do organisations prefer recruitment through internal sources ? Explain.

OR

27(b). Explain the steps in the process of selection of employees.

28(a). "Human beings cannot be motivated only through monetary incentives; non-monetary incentives are also necessary to motivate them." Explain any four such non-monetary incentives.

OR

28(b). What is meant by 'communication' ? Explain how communication is an important function of management.

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

OR

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

30(a). What is meant by Packaging ? Give any five points explaining why packaging is important.

OR

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

(i) Refunds

(ii) Instant draw and assigned gifts

(iii) Full finance

(iv) Sampling

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