CBSE Class 12 Business Studies 2009 - Set 66/2/1

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 all pervasive' ?

2. "Management creates a dynamic organisation." How ?

3. Why are the principles of management called contingent ?

4. State the principle of 'Order'.

5. What is meant by 'follow-up action' as the step involved in the planning process ?

6. Define 'objectives' as types of plans.

7. What is meant by 'motivation' as an element of directing ?

8. What is meant by 'supervision' ?

9. What is meant by 'Right to be informed' to the consumer ?

10. Who can file a complaint under the Consumer Protection Act, 1986 ?

11. "Controlling is a pervasive function." Explain.

12. State the two important objectives of 'Financial Planning'.

13. What is meant by 'Financial Management' ? State any two financial decisions taken by a Financial Manager.

14. Differentiate between Primary market and Secondary market.

15. What is meant by 'Indirect channels of distribution' ? Explain any two methods of indirect 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 :

(a) Production

(b) Finance

(c) Marketing

(d) Personnel

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

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

(3) 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 individual in all respects."

Identify and explain the two concepts explained above.

18. "Leadership is considered as the most important element of directing." In the light of this statement explain any four points of importance of leadership.

19. How does controlling help in 'efficient use of resources' and how does it 'facilitate decision making' ? Explain.

20. Explain any four ways and means of consumer protection available in India.

21. "Coordination is needed at all levels of management and it is a function of all managers." Explain.

22. Explain any two principles of Scientific Management.

23. Explain any five features of Planning.

24. Explain the objectives of National Stock Exchange of India.

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 'Informal organisation' ? Explain any five features of informal organisation.

OR

26(b). Explain any four points which highlight the importance of decentralisation in an organisation.

27(a). Explain the steps in the process of staffing.

OR

27(b). Explain the following methods of training the workers :

(i) Apprenticeship Programme

(ii) Vestibule Training

(iii) Internship

28(a). Explain any four reasons why directing is an important function of management.

OR

28(b). Explain any four 'Semantic barriers' to effective communication.

29(a). What is meant by the term 'Capital Structure' ? Explain any two factors that affect the capital structure of a company.

OR

29(b). Explain the meaning of 'Fixed Capital'. Explain any two factors that determine the fixed capital of a company.

30(a). What is Labelling ? State any five functions of labelling.

OR

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

(i) Rebate

(ii) Quantity gift

(iii) Lucky Draw

(iv) Product combination

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