CBSE Class 12 Business Studies 2010 - 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. List any two organisational objectives of management.

2. Give anyone reason why principles of management do not provide readymade solution to all managerial problems.

3. Volvo Ltd.'s target is to produce 10,000 shirts per month at a Cost of Rs. 100/- per shirt. The Production Manager achieved this target at a cost of Rs. 90/- per shirt. Do you think the 'Production Manager' is effective? Give one reason in support of your answer.

4. State the objective of 'Method Study'.

5. Give anyone limitation of internal sources of recruitment.

6. Name the method of training in which trainees learn on the equipments they will be using.

7. Name the financial decision which will help a business man in opening a new branch of its business.

8. "Cost of debt" is lower than the cost of "Equity share capital". Give reason why even then a company can not work only with the debt.

9. Which Act of Consumer Protection provides for the formation of 'Consumer Protection Councils' in every district and the State of the country?

10. Why consumer protection is important for consumers? Give anyone reason.

11. What is meant by 'Planning' ? List any two features of planning.

12. Explain by giving any three reasons why delegation is important in an organisation.

13. Explain when and why the need is felt for having a framework, within which managerial and operating tasks are performed to accomplish desired goals. Name this 'framework' also.

14. Explain the following money market instruments:

(a) Treasury Bill

(b) Commercial Paper

15. What is meant by 'Production concept' of marketing?

16. Explain "Policy" and "Procedure" as types of plans.

17. Ayasha Ltd., assured their employees that inspite of recession no worker will be retrenched from the job.

(i) Name and explain the type of incentive offered to the employees.

(ii) Explain one more incentive of the same category.

18. Explain the meaning and the objective of Financial Management.

19. State any four advantages of formal organisation.

20. Explain the following 'Rights' of Consumers:

(i) Right to Safety

(ii) Right to Choose

21. Is 'management' a full fledged 'profession'? Give any three reasons in support of your answer.

22. (i) Name and explain the principle of management which requires judicious application of penalties by the management.

(ii) Name and explain the technique of scientific management which helps in establishing interchangeability of manufactured parts and products.

23. Explain any five impacts of Government Policy changes on Business and Industry in India.

24. State any five functions of 'Stock Exchange'.

25. 'An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product.'

In the light of the above statement draw a label for a 'liquid soap' and highlight the important information to be provided on it.

26(a). Explain the process of staffing.

OR

26(b). Explain the process of selection of employees.

27(a). 'Motivation plays an important role in the success of management.' Explain any four points of importance of motivation in the light of the statement.

OR

27(b). "Managerial functions cannot be carried out without an efficient system of communication." Do you agree with this statement? Give any four reasons in support of your answer.

28(a). Explain the process of controlling.

OR

28(b). Explain any four points highlighting the importance of controlling.

29(a). What is meant by Dividend decision? State any four factors affecting the Dividend decision.

OR

29(b). What is meant by Financing decision? State any four factors affecting the financing decision.

30(a). Name that element of marketing-mix which affects the revenue and profits of a firm. Explain any five factors which help in determining this element.

OR

30(b). 'Generally consumers prefer to buy goods directly from the producers but it is not always possible.' Give reasons, why is it so by explaining four different factors responsible' for this.

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