CBSE Class 12 Business Studies 2012 - 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. Name the type of plan which provides the broad contours of an organisation's business.

2. 'Planning always leads to success.' Do you agree ? Give reason in support of your answer.

3. Identify the nature of management when it is practised as personal application of existing knowledge to achieve desired results.

4. Name the level of management at which the managers are responsible for implementing and controlling the plans and strategies of the organisation.

5. Give the meaning of 'Placement' as a step in the process of staffing.

6. Define 'communication'.

7. State any one 'Developmental function' of Securities and Exchange Board of India (SEBI).

8. State any one advantage provided by Over The Counter Exchange of India.

9. State how 'Self-regulation by business' acts as a means of Consumer Protection.

10. Give any one responsibility of a consumer in addition to obtaining a cash receipt while purchasing a washing machine.

11. Explain how principles of management :

(i) help in optimum utilization of resources and effective administration, and

(ii) help the managers in meeting changing environment requirements.

12. Why is training important for the employees ? State any three reasons.

13. What is meant by 'Financial Planning' ? State any two points of its importance.

14. Mansi, a shoe manufacturer for school students, decided to maximise her profit by producing and distributing at large scale and thereby reducing the average cost of production.

(i) Identify the Marketing Management philosophy adopted by Mansi.

(ii) Explain this philosophy on the basis of

(a) Main Focus

(b) Means and Ends

15. Explain any three assumptions of Maslow's need hierarchy theory.

16. Explain that technique of scientific management which is the strongest motivator for a worker to reach standard performance.

17. State any four points of importance of organising function of management.

18. Investment decision can be long-term or short-term. Explain long-term investment decision and state any two factors affecting this decision.

19. Explain the following 'Rights of Consumers' :

(a) Right to be informed

(b) Right to seek redressal

20. Atul is working in an organisation. After every three months his manager transfers him from one department to another so that he may gain a broader understanding of all the departments of the organisation.

Name and explain the method of training Atul is undergoing.

21. Explain how management 'increases efficiency' and 'helps in the development of society'.

22. State any five points which clarify how understanding of Business Environment helps the managers.

23. State any five limitations of Planning.

24. Pranav is engaged in 'Transport-Business'. Identify the working capital requirements of Pranav stating the reason in support of your answer. Pranav also wants to expand and diversify his Transport-Business. Explain any two factors that will affect his fixed capital requirements.

25. Differentiate between 'Advertising' and 'Personal Selling' on any five bases.

26(a). What is meant by 'Formal Organisation' ? State any three advantages and any two limitations of 'Formal Organisation'.

OR

26(b). 'Delegation is the entrustment of responsibility and authority to another and the creation of accountability for performance.' In the light of this statement identify and explain the essential elements of delegation.

27(a). What is meant by 'Leadership' ? Describe any four qualities of a good leader.

OR

27(b). What is meant by 'Directing' as a function of management? Describe any four points of its importance.

28(a). What is meant by 'Budgetary Control' ? State any five advantages of Budgetary Control.

OR

28(b). What is meant by 'Controlling' ? State any five points highlighting the importance of Controlling.

29(a). Explain any four functions of 'Stock Exchange'.

OR

29(b). Explain any four methods of floatation of new issue in the 'Primary Market'.

30(a). Consumer Products are classified on different basis. 'Durability of the Product' is one of them. Explain any three types of products in this category.

OR

30(b). Physical distribution includes some components for physically moving the goods from manufacturers to the customers. Explain these components.

- End of Question Paper -