CBSE Class 12 Business Studies 2012 - 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. Name the type of plan which provides the prescribed ways in which a task has to be performed considering the objective.

2. How is planning a pervasive function ? State.

3. Identify the nature of management when a manager applies the existing theoretical knowledge in his own unique manner.

4. At which level of management are the managers responsible for maintaining the quality of output and the safety standards ?

5. Give the meaning of 'Performance Appraisal' as a step in the process of 'Staffing'.

6. Define 'motivation'.

7. State any one objective of setting up of Securities and Exchange Board of India (SEBI).

8. What is meant by 'Financial Market' ?

9. How does the 'Government' protect the interests of consumers ? State.

10. Give any one responsibility of a consumer in addition to obtaining a cash memo while purchasing an edible oil.

11. Explain how principles of management :

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

(ii) help in thoughtful decision making.

12. Define 'Training' and 'Development'.

13. What is meant by 'Capital Structure' of a company ? State any two factors which affect the capital structure of a company.

14. Jasdeep, a dealer in school uniforms, decided to maximise his profit by using different aggressive promotional efforts.

(i) Identify the market management philosophy adopted by Jasdeep.

(ii) Explain this philosophy on the basis of

(a) Main Focus

(b) Means and Ends

15. Describe any three points which explain the role of supervision in management.

16. Explain the technique of scientific management which separates the planning and execution work.

17. Define organising 'as a process' and 'as a structure'.

18. How do 'Choice of Technique' and 'Nature of Business' affect the 'Fixed Capital' requirements of a company ? Explain.

19. Explain the following 'Rights of Consumers' :

(a) Right to be Heard

(b) Right to Consumer Education

20. Ramesh is working under the guidance of Harish, a carpenter, for the last three years to learn the different skills of this job.

Name and explain the method of training Ramesh is undergoing.

21. What is meant by 'Co-ordination' ? Explain any two points of its importance in management.

22. Describe any five features of Business Environment.

23. Explain any three advantages and any two limitations of Planning.

24. Identify the financial decision which determines the amount of profit earned to be distributed and to be retained in the business. Explain any four factors affecting this decision.

25. Differentiate between 'Marketing' and 'Selling' on any five bases.

26(a). What is meant by 'Decentralisation' ? Explain any four points of its importance.

OR

26(b). With the help of a diagram, give the meaning of 'Divisional Structure'. Explain any three advantages of this structure.

27(a). Giving the meaning of 'Communication', explain any four semantic barriers to communication.

OR

27(b). Give the meaning of 'Directing' as a function of management and any four points of its importance.

28(a). What is meant by 'Controlling' ? Describe the steps in the process of controlling.

OR

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

29(a). What is meant by 'Capital Market' ? Differentiate between 'Capital Market' and 'Money Market' on any four bases.

OR

29(b). What is meant by 'Primary Market' ? Differentiate between 'Primary Market' and 'Secondary Market' on any four points.

30(a). Products may be classified into two categories : 'Consumer Products' and 'Industrial Products'. Explain three major categories of Industrial Products.

OR

30(b). Pricing occupies an important place in the marketing of goods and services and its determination is affected by many factors. Explain any four such factors.

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