CBSE Class 12 Business Studies 2013 - 66/1/3 - Compartment

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 90**

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. Give the meaning of 'Autocratic' style of 'Leadership'.

2. Define 'Directing' as a function of management.

3. State how 'Staffing' ensures optimum utilization of human resources.

4. Define 'Authority' as an element of 'Delegation'.

5. What is meant by 'financial intermediation' ?

6. How is controlling a 'forward-looking function' ? State.

7. How do 'Growth opportunities' as a factor affect dividend decision ? State.

8. 'One of the objectives of management is to consistently create economic value for various constituents of the society.' Give two examples of this objective.

9. Ayesha, a manager, decided that there will be separate departments for finance, marketing, production and sales in her company. By doing so she is following a principle of management. Name the principle.

10. 'Accurate cause and effect relationship cannot be established by principles of management.' Why ?

11. State any one feature of formal organization.

12. What is meant by 'Business Environment' ?

13. Explain 'Procedure' as a type of plan.

14. Explain how :

(a) Planning focuses on achieving objectives; and

(b) Planning does not guarantee success.

15. Differentiate between the two segments of financial market on any three bases.

16. Palak went to a shopkeeper to buy a hair-oil. The shopkeeper forced her to buy a particular brand of hair-oil out of various available brands, irrespective of the willingness of Palak. Which 'Right' of Palak, as a consumer, has been violated ? Name and explain the 'Right'.

17. Differentiate between 'Marketing Concept Philosophy' and 'Selling Concept Philosophy' on the basis of :

(a) Meaning

(b) Main focus

(c) Means

18. State any three points which highlight the importance of 'Consumer Protection' from consumer's point of view.

19. State any four points that highlight the characteristics of management.

20. Explain 'Harmony, Not Discord' as a principle and 'Motion-Study' as a technique of scientific management.

21. State any four functions of 'Stock-Exchange'.

22. As per the directions issued by Supreme Court, the government passed an order to ban the sale of tobacco products within the area of 200 meters of all educational institutions as :

(a) its consumption is injurious to health.

(b) people are becoming more conscious about health and fitness.

It is indicating the government's attitude towards this business.

Identify the 'Business Environment' under four different dimensions quoting the lines from the above para.

23. As a project-work in Business-Studies subject, the Commerce students of 'Creative Public School' thought of setting up a recycling plant to recycle all the waste papers from the school and prepare registers and exercise books to be used by the school students. They approached their Principal who not only appreciated the idea of the students but also gave her consent for the same. The school also decided to donate 50% of the revenue generated from the sale of registers and exercise books to a nearby Blind school.

(a) Explain any two product-related decisions which the children have to take.

(b) Suggest any two factors children should keep in mind while choosing the right name for their exercise books and registers.

(c) Identify 'two values' communicated to the society by this project of 'Creative Public School'.

24. Harish, the director of a company, is planning to manufacture stuffed toys for utilising waste material of one of his garment factories. He decided that this manufacturing unit will be set up in a rural area so that people of that area will have more job opportunities. For this he selected Rehman, Anita Banerjee, Harpreet Kaur and Umesh (a differently abled but very intelligent and creative person in designing) as heads of Sales, Accounts, Purchase and Production departments respectively.

(a) Identify and state the next three steps that Harish has to follow in the 'Staffing Process' after selecting heads of different departments.

(b) Identify any two values that Harish wants to communicate by setting up this manufacturing unit.

25. 'Planning and Controlling are inseparable twins of management.' Explain how.

26. What is meant by 'Financial Management' ? Explain 'Investment decision' and 'Dividend decision' taken under financial decision-making.

27(a). Explain any four factors which affect the working capital requirements of a company.

OR

27(b). Explain the concept of 'Financial Planning'. Why is it considered an important part of overall planning of any business enterprise ? Explain any five such points.

28(a). What is meant by 'Sales Promotion' ? Explain any five sales promotion techniques with an example of each.

OR

28(b). Explain the following functions of 'Marketing' :

(a) Gathering and Analysing Market Information

(b) Standardization and Grading

(c) Customer Support Services

29(a). Differentiate between Functional and Divisional structure of organizing on any six bases.

OR

29(b). Explain any four points of importance of 'Decentralization'.

30(a). 'Effective communication should adopt suitable measures to overcome the barriers of communication.' Explain any four such measures.

OR

30(b). 'Role of a supervisor is vital to any organization as he performs multiple functions.' Explain any four functions of a supervisor.

- End of Question Paper -