CBSE Class 12 Business Studies 2014 - Set 66/1/1

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 questions carrying 1 mark may be from one word to one sentence.
(iii) Answers to questions carrying 3 marks may be 50–75 words.
(iv) Answers to questions carrying 4–5 marks may be about 150 words.
(v) Answers to questions carrying 6 marks may be about 200 words.
(vi) Attempt all parts of a question together.

Questions

1. Identify the basic characteristic of management involved in the statement — 'The activities involved in managing an organisation are common to all organisations, whether economic, social or political.'

2. Why is business environment called dynamic ? State.

3. 'Dreams can be turned into reality only when managers think in advance what to do and how to do it.' Name the function of management indicated by the statement.

4. State the type of plan that does not allow any flexibility.

5. Define 'organising' as a function of management.

6. State the suitability of functional structure of organising.

7. How is staffing a continuous process ? State.

8. Why is it said that 'Motivation is a complex process' ? State.

9. List any two non-financial incentives.

10. Give the meaning of 'Critical Point Control'.

11. How many members are required to constitute 'District Consumer Dispute Redressal Forum' ?

12. Besides a 'consumer', name any two parties who can file a complaint before the appropriate consumer forum.

13. ABC Ltd. is engaged in producing electricity from domestic garbage. There is almost equal division of work and responsibility between workers and management. The management even takes workers into confidence before taking important decisions. All the workers are satisfied as the behaviour of the management is very good.

(a) State the principle of management described in the above para.

(b) Identify any two values which the company wants to communicate to the society.

14. Voltech India Ltd. is manufacturing LED bulbs to save electricity and running under heavy losses. To revive from the losses, the management thought of shifting the unit to a backward area where labour is available at a low cost. The management also asked the workers to work overtime without any additional payment and promised to increase the wages of the workers after achieving its mission. Within a short period the company started earning profits because both the management and the workers honoured their commitments.

(a) State the principle of management described in the above para.

(b) Identify any two values that the company wants to communicate to the society.

15. Explain the factors that affect capital budgeting decision.

16. State any three points of importance of financial planning.

17. Give the meaning of the following money market instruments :

(i) Certificate of deposit; and

(ii) Commercial bill.

18. Identify and explain the marketing management philosophy which implies that products and services are bought not merely because of their quality or brand name, but because they satisfy a specific need of a customer.

19. 'The skilful and personal application of existing knowledge to achieve desire results is called art.' In the light of this statement, describe whether management is an art or not.

20. Explain any four points of importance of business environment.

21. After the following logical steps in the process of planning, explain the steps required to complete the process :

(a) Setting objectives;

(b) Developing premises; and

(c) Identifying alternative courses of action.

22. Give the definition of 'Consumer' as per Consumer Protection Act, 1986.

23. State the merits of internal sources of recruitment.

24. Explain the relationship between Planning and Controlling.

25. Differentiate between 'Capital Market' and 'Money Market' on the following basis :

(i) Participants;

(ii) Instruments;

(iii) Investment outlay;

(iv) Duration; and

(v) Liquidity.

26. State any five characteristics of a good brand name.

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

OR

27(b). Differentiate between Formal and Informal organisation on the basis of the following :

(i) Meaning;

(ii) Origin;

(iii) Authoring;

(iv) Behaviour;

(v) Flow of Communication; and

(vi) Leadership.

28(a). Describe psychological barriers to effective communication.

OR

28(b). Explain how directing helps in effective and efficient functioning of the organisation.

29(a). Explain any four factors affecting the dividend decision of a company.

OR

29(b). Explain any four factors affecting fixed capital requirements of a company.

30(a). Explain the four important elements of marketing mix.

OR

30(b). Explain any four factors determining the choice of an appropriate channel of distribution.

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