CBSE Class 12 Business Studies 2014 - Set 66/2/1

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. What is meant by 'Management of Operations' ?

2. What is determined by 'Fatigue Study' ?

3. What is included in 'Technological Environment' of business ? State.

4. Give the meaning of 'Procedure' as a type of plan.

5. Give the meaning of 'Accountability' as an element of delegation.

6. Define organization as a structure.

7. Why do employees become lethargic when the organization uses internal sources of recruitment ? State.

8. 'Maintaining labour relations and union-management relations' is one of the specialised activities performed by Human Resource Management. Mention any two other specialised activities of Human Resource Management.

9. Give two characteristics of 'Organizational Climate' that influence the behaviour of individuals and act as a non-financial incentive.

10. Define 'Financial Management'.

11. What is meant by 'Feedback' in the concept of communication ?

12. How does 'Cost of Debt' affect the capital structure of a company ? State.

13. Kavya is working in a company on permanent basis. As per the job agreement she had to work for 8 hours a day and was free to work overtime. Kavya worked overtime. But even after working for long hours and putting in her best efforts, no recognition was given to her by her boss. Due to overtime she fell ill and had to take leave from her work. No one showed concern and enquired about her health. She realised that she was fulfilling only some of her needs while some other needs still remained to be fulfilled.

(i) Identify and explain the needs of Kavya discussed in the above para, by quoting the lines.

(ii) Also explain two other needs of Kavya followed by the above needs, which still remained to be satisfied.

14. Explain any three personal barriers to effective communication.

15. Explain the following Money Market Instruments :

(i) Treasury bill

(ii) Commercial paper

(iii) Call money

16. Crackers Ltd., a fire-cracker manufacturing company launched some new products on the eve of Diwali in the market, which attracted many buyers. To meet the increased demand the company employed children from nearby villages. Although the products were in great demand, appropriate safety warnings for use were not mentioned on the labels, which led to many accidents.

(i) Identify and explain the important product related decision that was not taken into consideration by the company.

(ii) Also state any two values which were violated by the company.

17. State any three points of importance of consumer protection from the point of view of business.

18. How are consumer grievances redressed by the three-tier machinery under Consumer Protection Act, 1986 ? Explain.

19. Mega Ltd. was manufacturing water-heaters. In the first year of its operations, the revenue earned by the company was just sufficient to meet its costs. To increase the revenue, the company analysed the reasons of less revenue. After analysis the company decided

(i) to reduce the labour cost by shifting the manufacturing unit to a backward area where labour was available at a very low rate.

(ii) to start manufacturing solar water-heaters and reduce the production of electric water-heaters slowly.

This will not only help in covering the risks, but also help in meeting other objectives too.

(a) Identify and explain the objectives of management discussed above.

(b) State any two values which the company wanted to communicate to the society.

20. Giving any four points, explain the impact of government policy changes on Business and Industry.

21. How is training in an organization beneficial 'for employees' ? State by giving any four reasons.

22. Give the meaning of 'Investment' and 'Dividend' decisions of financial management.

23. State any five points of importance of planning.

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

(i) Safety

(ii) Expected Return

(iii) Investment outlay

(iv) Participants

(v) Duration

25. What is meant by 'Physical Distribution' ? Explain its major components.

26. Principles of Taylor and Fayol are mutually complementary. One believed that the management should scientifically select the person and the work assigned should suit his/her physical and intellectual capabilities, while the other suggested that the work can be performed more efficiently if divided into specialised tasks.

Identify and explain the principles of Fayol and Taylor referred to in the above para.

27(a). With the help of any four points, explain the crucial role of 'Organising' function in an enterprise.

OR

27(b). Differentiate between 'Functional' and 'Divisional' structure of organising on the basis of the following :

(i) Meaning

(ii) Formation

(iii) Specialisation

(iv) Responsibility

(v) Managerial development

(vi) Cost involved

28(a). Explain any four points which highlight the importance of controlling.

OR

28(b). Explain the relationship between planning and controlling.

29(a). Explain the following as factors affecting the requirements of working capital :

(i) Business cycle

(ii) Credit allowed and availed

(iii) Operating efficiency

(iv) Availability of raw material

OR

29(b). Explain the following as factors affecting the choice of capital structure :

(i) Return on Investment

(ii) Flexibility

(iii) Risk consideration

(iv) Control

30(a). Explain the following functions of marketing :

(i) Marketing Planning

(ii) Product designing and development

(iii) Pricing of products

(iv) Standardisation and Grading

OR

30(b). 'Though advertising is one of the most frequently used media of promotion of goods and services, yet it attracts lot of objections.' Explain any four such objections.

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