CBSE Class 12 Business Studies 2014 - Set 66/2

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. 'The consumer has a right to acquire knowledge and to be a well informed consumer throughout life.'

State what type of knowledge is required by the consumer in the above stated 'Right'.

2. On which type of products is ISI mark used ?

3. What is meant by 'Management by Exception' in the process of controlling ?

4. Give any two examples of 'Employee Recognition' as a non-financial incentive.

5. How does directing initiate action ? State.

6. How does staffing improve job satisfaction and morale of employees ? State.

7. What is meant by 'formal organisation' ?

8. Distinguish between functional structure and divisional structure on the basis of 'formation'.

9. Name the type of plan which is in the form of general statements, that guides thinking towards a particular direction and helps in solving routine problems.

10. 'Deciding in advance what to do and how to do is one of the basic management functions.' Give the meaning of this function.

11. Why is it said that business environment is uncertain ?

12. Name the level of management that is responsible for the welfare and survival of the organisation.

13. 'You don't close a sale, you open a relationship, if you want to build a long-term successful enterprise.' Identify the communication tool used by the marketer. State any two features of this communication tool.

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

(i) Treasury Bill; and

(ii) Call Money.

15. Give the meaning of 'Investment decision' and 'Dividend decision'.

16. 'Wealth-maximisation' is the primary objective of financial management. Explain.

17. Telco Ltd. is manufacturing files and folders from the old clothes to discourage use of plastic files and folers. For this they employ people from nearby villages where very less job opportunities are available. An employee, Harish, designed a plan for the cost reduction but it was not welcomed by the production manager. Another employee gave some suggestion for improvement in design, but it was also not appreciated by the production manager.

(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.

18. Pawan is working as a 'Production Manager' in CFL Ltd. engaged in manufacturing of CFL bulbs. There is no class-conflict between the management and workers. The working conditions are very good. The company is earning huge profits. As a policy matter, management is sharing the gains with the workers because they believe that prosperity of the company cannot exist for a long time without the prosperity of the employees.

(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.

19. What is meant by 'coordination' ? Explain why coordination is important in an organisation.

20. Explain any four features of business environment.

21. 'Process of planning involves certain logical steps.' Explain the first four steps of this process.

22. State with the help of any four points why it is important for a business to lay emphasis on consumer protection.

23. State the importance of the internal sources of recruitment.

24. Explain the various steps involved in the process of control.

25. What is meant by 'Capital Market' ? Name the two types of capital market and differentiate between the two on any four basis.

26. State the factors determining the choice of channels of distribution.

27(a). Describe the role of 'Public Relations' in the promotion of products and services.

OR

27(b). Explain the four important elements of marketing mix.

28(a). Explain how the following factors affect the working capital requirements of a business :

(i) Inflation;

(ii) Business cycle;

(iii) Level of competition; and

(iv) Nature of business.

OR

28(b). Explain any four factors affecting the choice of capital structure of a company.

29(a). Besides 'Effective management' and 'Employee development' delegation helps the organisation in different ways. Explain any four such ways.

OR

29(b). 'Decentralisation is an important philosophy that implies selective dispersal of authority.' In the light of this statement, explain any four points of importance of decentralisation.

30(a). 'The functions and performance of the supervisor are vital to an organisation because he is directly related with the workers whereas other managers have no direct touch with bottom level workers.' In the light of this statement, explain any four functions of a supervisor.

OR

30(b). Describe personal barriers to effective communication.

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