CBSE Class 12 Business Studies 2014 - 66/2 - Annual

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. State the objective of 'Financial Management'.

2. What is meant by 'Financial Risk' ?

3. What is meant by 'Decoding' as an element of communication ?

4. 'Providing for social security and welfare of employees' is one of the specialised activities performed by Human Resource Management. Mention any two other specialised activities of Human Resource Management.

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

6. How are employees motivated to improve their performance when the organization uses internal sources of recruitment ? State.

7. Give the meaning of 'Method' as a type of plan.

8. Give the meaning of 'Responsibility' as an element of delegation.

9. Define 'organizing' as a function of management.

10. What is included in 'Legal Environment' of Business ? State.

11. What is determined by 'Time-Study' ?

12. What is meant by 'Management of Work' ?

13. ABC 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 people from nearby villages where there is a lot of unemployment. Because of the good behaviour of the management with the employees, more and more people wanted to join the company. As the products were in great demand in the market, a competitor imitated the products. The products of the competitor were not accepted by the consumers as it was a status symbol to buy the products of ABC Crackers Ltd. because of their quality.

(a) Identify and explain the product-related decision because of which consumers preferred the products of ABC Crackers Ltd.

(b) Also identify any two values which ABC Crackers Ltd. wanted to communicate to the society.

14. 'Stock Exchange not only contributes to the economic growth, but performs many other functions.' Explain any three such functions.

15. Huma is working in a company on a permanent basis. As per the job agreement she had to work for 8 hours a day and was free to work overtime. Huma worked overtime, due to which 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) By quoting the lines from the above para, identify the needs of Huma which she is able to fulfil.

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

16. Explain any three functions performed by a supervisor that are vital to any organization.

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

18. Explain the following Rights of Consumers :

(i) Right to Safety

(ii) Right to be Heard

19. State any four advantages of external sources of recruitment.

20. Give the meaning of 'Investment' and 'Financing' decisions of financial management.

21. Explain the concept of 'Business Environment' and any three features of it.

22. 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 revenues. 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.

23. What is meant by 'Personal Selling' ? Explain any three qualities of a good salesman.

24. Principles of Taylor and Fayol are mutually complementary. One believed that the management should share the gains with the workers, while the other suggested that employees compensation should depend on the earning capacity of the company and should give them a reasonable standard of living.

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

25. Define 'Planning'. State any four points of importance of planning.

26. Differentiate between 'Primary Market' and 'Secondary Market' on any five basis.

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

(i) Product designing and development

(ii) Standardization and Grading

(iii) Customer Support Services

(iv) Pricing of products

OR

27(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.

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

OR

28(b). Explain the various steps in the process of controlling.

29(a). Explain, with the help of any four points, the importance of 'Delegation' in an organization.

OR

29(b). 'Organizing involves a series of steps in order to achieve the desired goals.' Explain these steps.

30(a). Explain the following as factors affecting the requirements of fixed capital :

(i) Scale of operations

(ii) Choice of technique

(iii) Technology upgradation

(iv) Financing alternatives

OR

30(b). Explain the following as factors affecting 'dividend decision' :

(i) Stability of dividend

(ii) Shareholders' preference

(iii) Legal constraints

(iv) Access to capital market

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