

SAMPLE PAPER-2013

Class-XII

Subject:- BUSINESS STUDIES(Commerce)

Time: 3hrs

M.M.: 90

Instructions:

- Answer to questions carrying 1 mark may be from one word to one sentence.
- Answer to questions carrying 3 marks may be from 50 to 75 words.
- Answer to questions carrying 4-5 marks may be about 150 words.
- Answer to questions carrying 6 marks may be about 200 one words.
- Attempt all parts of a question together.

1. What is meant by Supervision? (1)
2. What is meant by vestibule training? (1)
3. Mention any two features of democratic leadership. (1)
4. What is the primary objective of financial management? (1)
5. Name the two major alternative mechanisms used for allocation of funds. (1)
6. Which function of management ensures that actual activities conform to planned activities?(1)
7. What is meant by Marketing Mix? (1)
8. A company wants to establish a new unit in which a machinery of worth Rs.10 Lakhs is involved. Identify the type of decision involved in financial management. (1)
9. Which consumer right suggests the business firms to set up their own consumer service and grievance cell? (1)
10. What is meant by Financial Market? (1)
11. Name the authority against where appeal against the orders of District Forum can be filed.(1)
12. What are the two categories of products on the basis of end use? (1)
13. Explain any three points which highlight the nature of principles of management. (3)
14. Explain Policy and Procedure as types of plans. (3)
15. Name and explain that principle of Fayol which suggests that communication from top to bottom should follow the official lines of command. (3)
16. Explain any three factors which are taken into consideration while taking decision on pricing the product. (3)
17. State any three limitations of Planning. (3)
18. Explain any three characteristics of a good brand name. (3)
19. The employees of a software company have formed a sports club for their recreation. Name the type of organization so formed and state its features. (4)
20. Describe any four factors which affect the fixed capital requirements of a company. (4)
21. "Delegation of authority is a process involving authority, responsibility and accountability." Explain the statement in brief. (4)
22. State any four responsibilities of a consumer while purchasing/consuming goods and services.(4)
23. State the various dimensions of Business Environment. (5)
24. Explain the steps involved in the process of controlling function of management. (5)
25. "Success of an organization largely depends upon its management". Explain any five points to justify the statement. (5)
26. Which source of recruitment is needed to bring new blood in the organization? Explain any two advantages and two limitations of this source. (5)

27. To satisfy the social and psychological needs which type of incentives are needed? Explain any four types of such incentives. (6)

OR

Describe authoritative leadership style with its advantages and disadvantages.

28. How are the shareholders of a company likely to gain with a debt component in the capital employed? Explain with the help of an example. (6)

OR

Every manager has to take three major decisions while performing the finance function. State these decisions.

29. Why was SEBI set up? Discuss its functions. (6)

OR

Differentiate between capital market and money market on the basis of Expected return, Safety, Instruments and Liquidity.

30. “Bending the customer according to the product” and “developing the product according to customer needs” are the two important concepts of marketing management. Identify the concepts and differentiate between the two. (6)

OR

“Advertising” and “Personal Selling” both are communication tools used by the marketers to promote their products. Yet, they differ in their approach. Differentiate between the two by giving any six differences.