

SAMPLE PAPER - 2013

CBSE CLASS-XII

SUBJECT: BUSINESS STUDIES

MARKS: 90.

TIME: 3 Hrs.

GENERAL INSTRUCTIONS: -

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

1. Give any two qualities of a good sales man (1)
2. Amit Ltd. assured their employees that in spite of recession, no worker will be retrenched from the job. Name the type of incentive offered to the employee.(1)
3. State any two characteristics of good brand name. (1)
4. "There is a close and reciprocal relationship between planning and controlling". Explain this statement with an example. (1)
5. Name the index of BSE. (1)
6. What are the benefits derived from 'De-mutualisation of stock exchange'? (1)
7. What is meant by Induction training? (1)
8. Against whom a complaint can be filed. (1)
9. State why the working capital needs for a 'Service Industry' is different from that of a Manufacturing Industry. (1)
10. When is the dividend decision treated as a residual decision? (1)
11. Identify the method of sales promotion. A Co. offers a 40% of extra shaving cream in a pack of 500 grams. (1)

12. Nikhil filed a case against 'Domestic Coolings Ltd. 'in the National Commission; but he was not satisfied with the orders of the National Commission. Where can he appeal further against the decisions of National Commission? (1)
13. What is Plan? Explain single use plans and standing plans. (3)
14. "It is important because it tells us where to go, how to go and reduces the risk of uncertainty by preparing forecasts". (3)
- (a) Name the function which is highlighted above.
- (b) Explain in brief any two importance of this function.
15. Explain the significance of principles of management. (3)
16. In each of the following cases, suggest which principle of management as given by Henry Fayol being violated and how? (3)
- (a) When two persons having the same qualifications earning different wages for the same working hours.
- (b) When tools and raw materials are not found at the right place in the company.
- (c) Given a subordinate receiving order from two superiors.
17. Explain Public Relations and its role. (3)
18. Explain any three functions of labeling. (3)
19. Explain the term "Trading on Equity". How does "Trading on Equity" increase the return on equity shares? Illustrate with a suitable example.(4)
20. Distinguish between Formal organization and Informal organization on the basis of the following:-
- (1) Origin (2)Nature (3) Meaning (4) Flow of communication. (4)
21. Explain when and why the need is felt for having a framework, within which managerial and operating tasks are performed to accomplish desired goals. Name this frame work also. (4)
22. Mr. Amit has bought a packet of juice, the use of its consumption made him sick. He noticed later, that the expiry date and usage details were missing on the packet of juice.
- (1) Which values disturbing in the above case?
- (2) Highlight the social values involved in it. (4)

23. Explain to a newly appointed foreman, under whose supervision school bags are being made, how he has to carry out the process of control? (5)
24. Explain five dimensions of Business Environment. (5)
25. Explain any five external sources of recruitment of workers. (5)
26. 'Management is a trinity of an art, science, and profession'. In the light of this statement explain the nature of management. (5)
27. What do you mean by packaging? Explain any four of its importance.

(OR) (6)

Explain any four factors determining choice of channels of distribution.

28. Explain various styles of leadership with diagrams.

(OR) (6)

David and Tom are friends, working in M/s. Surya LTD, as Production and Sales Manager respectively. In an inter-departmental meeting tom informed David about a change in the marketing policy of the company.

(1) Identify the type of communication used in the above example

(2) Name and explain any four networks of the types of communication identified in point one.

29. Explain any four factors which affect the working capital requirements of a business.

(OR) (6)

'Financial Planning strives to achieve twin objectives'. Name the objectives and explain any four importance of financial planning.

30. Define Stock Exchange and explain the trading procedure on a stock exchange.

(OR) (6)

Explain briefly any four instruments of money market.