

# SAMPLE PAPER - 2013

## CBSE CLASS-XII

### SUBJECT: BUSINESS STUDIES

**Time:3Hrs**

**MM:90**

#### **General Instructions: -**

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

- Q1. Why Induction is not required in the internal sources of recruitment? (1)
- Q2. Give the meaning of 'Laissez- fair Style' of Leadership. (1)
- Q3. Aman and Suman are working as subordinate of Mohan in the sales department. Both Aman and Suman are not happy regarding choice of promotion tools. They reported the matter to Kumar who is the boss of Mohan.  
(a) Identify and write the form of formal communication network  
(b) Give any one advantage of such communication network. (1)
- Q4. What do you mean by critical point control (1)
- Q5. Write any two methods of raising capital in the capital market. (1)
- Q6. How financial planning helps in Avoiding wastage of finance. (1)
- Q7. List any two functions of Stock Exchange (1)
- Q8. Why capital budgeting decisions are irreversible? (1)
- Q9. Name the sales promotions technique in which 'Scratch cards' are used. (1)
- Q10. What is the difference between Brand mark and Trade Mark ? (1)
- Q11. To publish a magazine under the tittle 'Upbhokta Jagaran' is the example of which consume right? (1)
- Q12. When can a consumer make an appeal in the supreme court under 'The Consumer Protection Act 1986'? (1)
- Q13. Which type of technique of Taylor suggests that each worker should be supervised by the specialists? Explain any two type of specialist suggested by Taylor (3)
- Q14. Explain the following principles of Management:-  
a) Science not rule of thumb  
b) Co-operation not Individualism (3)
- Q15. State the steps involved in the planning process. (3)
- Q16. What is planning? Explain any two importance. (3)
- Q17. Explain any three functions of packaging. (3)
- Q18. 'Bending the customer according to product' and 'developing the product according to customer needs are two important concepts of marketing. Identify the concepts and write any four difference between the two concepts (3)

Q19. Pluto Ltd runs a Mobile manufacturing factory. The company wants to expand its business and contemplates to enter in to manufacturing of LED TV 's and projector .Which type of organisation structure will you suggest. Explain any three advantages of such organisation (4)

Q20. Explain ,in brief, any four points which highlight the importance of decentralization in an organisation. (4)

Q21. State any four factors which help in determining the Fixed Capital requirements of a Company. (4)



Q22.

A company is launching its new baby food product in the market. After analyzing its information deeply answer the following

- (i) What are the various information that are missing labelling of the product
- (ii) As a cautious consumer what you must do when such type of product are launched in the market
- (iii) which consumer right is violated by the company (4)

Q23. "Success of an organization largely depends upon its management" Explain any five reasons to justify the statement. (5)

Q24. Explain any five importance of business environment. (5)

Q25. Which type of training is imparted to the trainees at a place other than place of Explain any four methods used under such type of training. (5)

Q26. Planning and controlling are interdependent and interlinked activities. Explain (5)

Q27. Communication originally drafted in English has been very poorly translated in Hindi. Name the type of barrier to effective communication and explain any other five barriers of this type.

OR

Identify the function of management which refers to the process of instructing, guiding, counseling, motivating and leading people in the organisation to achieve objectives. Explain the importance of this function of management. (6)

Q28. You are the financial manager of a company. The Board of Directors are thinking of issuing additional debentures for expansion of the production capacity. As a financial manager explain the factors that must be kept in mind before taking such decision

OR

Every manager has to take three major decisions while performing the finance function. State these decisions. (6)

Q29. Why was securities and exchange board of India was set up? Explain on the following basis

(i) Objectives (any two)

(ii) Protective functions (any three) OR

Explain the role of financial market as a link and channel between the surplus units and the deficit unit (6)

Q30. Explain the factors determining the choice of channel of distribution of any product (any six) OR (6)

Explain the importance of personal selling to businessmen and customers( three each)