

## **CBSE XII BUSINESS STUDIES**

### **General Instructions:**

1. *Answers to questions carrying 2 - 3 marks should not exceed 30 - 40 words.*
2. *Answers to questions carrying 4 - 5 marks should not exceed 60 - 80 words.*
3. *Answers to questions carrying 6 marks should not exceed 100 words.*
4. *Attempt all parts of a question together.*

**Q. 1.** What is meant by the term 'Motivation' ? 2

**Q. 2.** What is meant by Sales Promotion ? 2

**Q. 3.** Define Product Mix. 2

**Q. 4.** What role does legal environment play in the business ? 2

**Q. 5.** Mohan, a manager, does not distribute the work amongst his subordinates, either according to capability or proportionately. Which principle of management is being overlooked and why ? 2

**Q. 6.** Write a short note on 'Management as a Discipline'. 3

**Q. 7.** Briefly explain any three barriers to effective communication. 3

**Q. 8.** Distinguish between 'Direction' and 'Supervision'. 3

**Q. 9.** Briefly explain any three objectives of marketing management. 3

**Q. 10.** State with reasons your choice of a media of advertising for selling of soft drinks.  
3

**Q. 11.** Explain in brief the objectives of management. 4

**Q. 12.** What is meant by 'stock exchange' ? Briefly explain any three of its functions. 4

**Q. 13.** What is meant by 'Primary Market' ? Briefly explain the concept of 'Rights issue for existing companies'. 4

**Q. 14.** Distinguish between 'formal' and 'informal' organisation (any four points). 4

**Q. 15.** Distinguish between 'external' and 'internal' sources of recruitment (any four points). 4

**Q. 16.** Briefly explain the techniques of Taylor's Scientific Management. 5

**Q. 17.** What is meant by 'Privatisation' ? In what ways have the Indian business houses/managements responded to this change ? 5

**Q. 18.** What is meant by 'controlling' ? Briefly explain any three steps in the process of controlling. 5

**Q. 19.** What is meant by 'financial management' ? Explain any three decisions involved in financial management. 5

**Q. 20.** Explain the meaning of Fixed Capital. Briefly explain any four factors that determine the fixed capital of a company. 5

**Q. 21.** Does planning have limitations ? Explain any five such limitations. 6

Or

Explain why planning is necessary for effective management.

**Q. 22.** Define the term 'decentralisation'. Outline any four points of its importance for organisations. 6

Or

What is meant by 'delegation of authority' ? Explain any three elements of delegation of authority.

**Q. 23.** What is the meaning of 'training' ? Explain any four needs of training. 6

Or

Briefly explain the different methods of training.

**Q. 24.** Explain any six functions of marketing. 6

Or

"Advertising misleads customers and increases the cost of products." Do you agree with this statement ? Give reasons in support of your answer.

**Q. 25.** Explain any three ways or means of consumer protection available in India. 6

Or

Briefly explain any three rights of a consumer available under the Consumer Protection Act, 1986.