

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.*

Qs. 1. What is meant by 'Grapevine'? (2)

Qs. 2. Define 'Marketing'. (2)

Qs. 3. What does the concept of 'product-mix' mean? (2)

Qs. 4. What role does political environment play in the business? (2)

Qs. 5. Mohan, a manager expects his subordinates to work for the happiness and pleasure of being in the organisation. Which principle of management is being overlooked and why? (2)

Qs. 6. Write short note on 'management as a profession'. (3)

Qs. 7. Briefly state any three elements of 'directing'. (3)

Qs. 8. Distinguish between 'monetary' and 'non-monetary' incentives. (3)

Qs. 9. State with reasons your choice of a media of advertising for selling of gold jewellery. (3)

Qs. 10. Briefly explain the merits for choosing magazines as a media for advertising. (3)

Qs. 11. What are the three levels of management? State any three functions of the top level management. (4)

Qs. 12. What is meant by 'money market'? Briefly explain the concept of 'Certificate of Deposit' (CD). (4)

Qs. 13. What is meant by a 'Primary Market'? Briefly explain the concept of 'Initial Public Offer'. (4)

Qs. 14. Define 'delegation' and differentiate it with 'decentralisation'. Any three points (4)

Qs. 15. With the help of suitable examples bring out any four differences between training and development. (4)

Qs. 16. What is meant by 'controlling'? Briefly explain any three points of importance of controlling. (5)

Qs. 17. Explain the term 'Financial Management'. Briefly explain any three of its objectives. (5)

Qs. 18. What is meant by the term 'Capital Structure'? Briefly explain any three factors that affect the capital structure of a company. (5)

Qs. 19. Explain in brief the term 'Liberalisation'. In what ways have the Indian business houses/managements responded to this change? (5)

Qs. 20. What is meant by 'Work Study'? Briefly explain the role of 'Time' and 'Motion' studies while setting the Standard Task. (5)

Qs. 21. What are the features of 'Planning'? Explain any six. (6)

Or

Explain how does planning help reducing uncertainties?

Qs. 22. Briefly explain the different factors that determine the choice of channels of distribution of any product. (6)

Or

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

Qs. 23. Explain any three ways and means of consumer protection available in India. (6)
or

Explain any three responsibilities of the consumer to safeguard his interest.

Qs. 24. What is meant by 'Recruitment'? Explain any five external sources of recruitment of employees. (6)
or

What is meant by 'Selection'? Explain any five steps involved in the process of selection of employees.

Qs. 25. Explain the steps involved in the process of organization, (6)
or

Briefly explain the considerations that need to be kept in mind while designing the organizational structure of a company.