

## CBSE CLASS XII BUSINESS STUDIES - 2004

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.** Explain, in brief, 'management' as a process. **2**

**Q. 2.** Give any two examples of the impact on business organisations due to change in economic environment **2**

**Q. 3.** Explain, in brief, the term 'directing' as a function of management. **2**

**Q. 4.** What is meant by the 'product concept of marketing' **2**

**Q. 5.** Differentiate between 'marketing' and 'selling' on the basis of **2**

**Q. 6.** State any three reasons as to why proper understanding of management principles is necessary **3**

**Q. 7.** Enumerate any six common barriers to effective communication. **3**

**Q. 8.** "The post of supervisor should be abolished in the hierarchy of managers. "Do you agree? Give any three reasons in support of your answer. **3**

**Q. 9.** Explain briefly any three features of personal selling. **3**

**Q. 10.** Explain briefly any three techniques of sales promotion commonly used by marketers to attract the customers towards the products **3**

**Q. 11.** Which principle of management is violated if an employee is asked to receive orders from two superiors? Explain the principle with a suitable example **4**

**Q. 12.** "The concept of decentralisation is related to the concept of delegation. Explain this statement, in brief. **4**

**Q. 13.** Which method of wage pay - Time or Piece-rate-would you adopt in each of the following situations? Give reasons in support of your answer. **4**

- i. Where equality is of supreme importance,
- ii. Where units of output can be measured,

- iii. Where job is standardised, and
- iv. Where there is no clear relationship between effort and output.

**Q. 14.** The directors of a company want to modernise its plants and machinery by making a public issue of shares. They wish to approach stock exchange, while the finance manager prefers to approach a consultant for the new public issue of shares. Advise the directors whether to approach stock exchange or a consultant for new public issue of shares and why? Also advise about the different methods which the company may adopt for the new public issue of shares. **4**

**Q. 15.** State any four protective functions of Securities and Exchange Board of India (SEBI). **4**

**Q. 16.** "Administration is a part of management." Explain the view **5**

**Q. 17.** Explain, in brief, any five ways in which Indian managers are responding to changes in business environment. **5**

**Q. 18.** Explain briefly the relationship between 'planning' and 'controlling'. **5**

**Q. 19.** "Both under-capitalisation and over-capitalisation are evils, but under-capitalisation is a lesser evil." Do you agree with this statement? Give reasons. **5**

**Q. 20.** Explain, in brief, any five factors that should be taken into consideration while determining the requirements of working capital for a business enterprise. **5**

**Q. 21.** Explain briefly any six features of planning. **6**

Or

Explain, in brief, the meaning of 'Goals' and 'Objectives' as types of plans and give any four examples of each.

**Q. 22.** What is 'functional structure' of organisation? Explain any two advantages and any two disadvantages of this form of organisation. **6**

Or

What is 'formal organisation'? Distinguish between 'formal organisation' and 'informal organization' on the basis of

- i. formation,
- ii. stability
- iii. communication and
- iv. flow of authority

**Q. 23.** Explain, in brief, the following methods of training the workers: **6**

- i. Apprenticeship programme
- ii. Vestibule training
- iii. Job-rotation and
- iv. Internship training

Or

Differentiate between 'Training' and 'Development' on the basis of

- i. Purpose
- ii. Level of trainees involved
- iii. Scope of learning
- iv. Depth of knowledge imparted
- v. initiative in lea
- vi. Duration

**Q. 24.** 'Advertising encourages sale of inferior and dubious prod ucts' and 'Advertising confuses rather than helps' Do you agree Give reasons. **6**

Or

brief, the factors on which the choice of channels of distribution depend.

**Q. 25.** Explain the following rights of consumers: **6**

- i. The Right to be informed
- ii. The Right to choose and
- iii. The Right to healthy environment.

Or

Giving any six points, explain the importance of consumer protection in India .