

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.

Except for the following questions all the remaining questions have been asked in [Set I](#).

Q. 1. What is meant by the societal concept of marketing? **2**

Q. 2. Explain, in brief, the term 'motivation' as an element of directing. **2**

Q. 5. Explain, in brief, 'management' as a group of people having managerial responsibility for an enterprise. **2**

Q. 8. Explain briefly any three features of advertising. **3**

Q. 16. Explain, in brief, any five factors that should be taken into consideration while determining capital structure for a business. **5**

Q. 19. "Management and administration mean the same thing." Explain the view. **5**