

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

Q. 3. What is 'marketing management'? **2**

Q. 4. Explain, in brief 'management' as an activity. **2**

Q. 8. Explain the meaning of management principles and state how they are derived. **3**

Q. 15. "Authority can be delegated but responsibility cannot." Explain this statement, in brief. **4**

Q. 17. "Administration comes first, management follows it." Explain the view. **5**

Q. 18. Explain, in brief, any five factors that should be taken into consideration while determining the long-term dividend policy. **5**