

BUSINESS STUDIES - 2010

Time : 3 Hrs.]

Class-12th

[M.M. : 100

Instructions- (1) All questions are compulsory. (2) Read the instructions of question paper carefully and write the answer. (3) There are two parts Section- A and Section- B in the question paper. (4) In section- A Q. Nos. 1 to 5 are objective type which contain fill up the blanks, true/false, match the coloumn, one word answer and choose the correct answer. Each quesiton is allotted 5 marks. (5) Internal options are given in Q Nos. 6 to 20 in Section- B. (6) Q. Nos. 6 to 10 carry 4 marks each. (7) Q. Nos. 11 to 15 carry 5 marks each. (8) Q. Nos. 16 to 20 carry 6 marks each.

Section- A (5 Marks each)

(Objective Type Questions)

Q. 1 Choose the correct option :

- (a) The first function of management is-
 - (i) Staffing
 - (ii) Planning
 - (iii) Coordination
 - (iv) Organisation.
- (b) Government reduces control and restrictions in-
 - (i) Libralisation
 - (ii) Privatisation
 - (iii) Globalisation
 - (iv) Modernisation
- (c) Selection of employee is carried out by-
 - (i) Personality test
 - (ii) Intelligence test
 - (iii) Aptitude test
 - (iv) All the above
- (d) The cheapest source of Finance is-
 - (i) Debenture
 - (ii) Equity share capital
 - (iii) Preference share
 - (iv) Loan.

- (e) Stock Exchange is called–
- | | |
|--------------------|-----------------------|
| (i) Primary market | (ii) Secondary market |
| (iii) Money market | (iv) Repo market. |

Q.2 Fill in the blanks :

- (a) Management is inborn and ability.
- (b) Objectives are decided by management.
- (c) are rigid instructions.
- (d) Economic reforms were initiated in India since year.....
- (e) Promotion is an source of recruitment.

Q. 3 Write the answer in one word :

- (a) Which capital is used to purchase Fixed Assets?
- (b) When issuing of Debenture is beneficial?
- (c) Controlling of Money market is carried out by which institution?
- (d) In which market new securities are issued?
- (e) Regulation of Securities market in India is carried out by which institution?

Q. 4 Answer the following in True/False :

- (a) Cooperation is the first function of management.
- (b) Controlling is not continuous process.
- (c) Staffing is a part of human resource management.
- (d) Budgets are dependent on future estimation.
- (e) Financial management is a part of a General management.

Q. 5. Match the correct pairs :

- | “A” | “B” |
|-----------------------------|---------------|
| (a) Salution | (1) Purchaser |
| (b) Principal of Discipline | (2) Seller |
| (c) Experiment | (3) Sir |
| (d) Letter of Enquiry | (4) Fayol |
| (e) Quotation Letter | (5) Taylor |

Section- B (4 marks each)

(Very Short Answer Type Questions)

- Q. 6. Explain four characteristics of an Ideal Financial Planning.
(Or) State any four determinant factors of Fixed Capital.
- Q. 7. Explain the importance of Organisation in four points.
(Or) Define Delegation of Authority. Discuss its three elements.
- Q. 8. Give any four differences between formal and Informal organisation.
(Or) Write any four advantages of Functional structure of Organisation.
- Q. 9. Describe the importance of Leadership on Organisation.
(Or) Discuss any four qualities of a good Leader.
- Q. 10. Discuss any four barriers of the Effective Communication.
(Or) Explain four Financial incentives used to motivate the Employees of a Company.

(Short Answer Type Questions) (5 marks each)

- Q. 11. "A Business letter is the soul of business." Explain the statement.
(Or) Write a complaint letter to Gaurav Books & Stationers, Gumashta Nagar, Indore written by Dipika Stationery Mart, Rematekri, Mandsaur, as they have not received ordered goods yet.
- Q. 12. Briefly explain five limitations of Planning.
(Or) What is the difference between Policies and Procedures?
- Q. 13. Give any five differences between Selection and Recruitment.
(Or) Why is Training essential? Explain.
- Q. 14. Write five objectives of Controlling.
(Or) Explain the following specific methods of Controlling :
(a) Quality control (b) Break-even point control.
- Q. 15. What is meant by Capital market? Discuss its three characteristics.

(Or) Explain five functions of Stock Exchange.

(Long Answer Type Questions) (6 marks each)

Q. 16. Explain in brief, any six rights of Consumers as provided under the Consumer Protection Act, 1986.

(Or) Explain the importance of Consumer Protection on the point of view of Business.

Q. 17. Explain the significance of management in a Modern enterprise.

(Or) Explain briefly the different levels of Management.

Q. 18. Describe any six characteristics which clarify the nature of the Principles of Management.

(Or) Explain any six principles of Management advocated by Henry Fayol.

Q. 19. What do you mean by Business environment? Discuss its importance.

(Or) Explain the Management response of changing pattern in Business environment.

Q. 20. Give six differences between Advertisement and Sales promotion.

(Or) Discuss the following functions of Marketing briefly :

(a) Marketing- Mix (b) Branding (c) Packaging.