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C-447

BUSINESS STUDIES 2014

Time : 3 Hours]

Class : 12th

[M. M. : 100

Instructions:-

- (i) All questions are compulsory.
- (ii) Read the instructions of question paper carefully and answer the questions.
- (iii) There are two Sections-Section A and Section B in the question paper.
- (iv) In Section A Q. Nos. 1 to 5 are objective type which contain: Fill in the blanks, True/False, Match the columns, One word answer and Choose the correct answers. Each question is allotted 5 marks.
- (v) Internal options are given in all Q. Nos. 6 to 24 in Section B.
- (vi) Q. Nos. 6 to 10 carry 2 marks each and answer should be given in 30 words each.
- (vii) Q. Nos. 11 to 17 carry 4 marks each and answer should be given in 75 words each.
- (viii) Q. Nos. 18 to 22 carry 5 marks each and answer should be given in 120 words each.
- (ix) Q. Nos. 23 and 24 carry 6 marks each and answer should be given in 150 words each.

Section-A (Objective Type Questions)

1. Fill in the blanks: 5
- (i) The foremost function of the management is
 - (ii) The group leader of workers is called
 - (iii) The India follows the Economic System.
 - (iv) tell us what is to be done and what is not to be done in a particular situation.
 - (v) Calling of Ex-serviceman is called source.
2. Write each answer in one word/one sentence: 5
- (i) What is the modern source of recruitment?
 - (ii) What is called calculation of various ratio from Financial Statement?
 - (iii) What is called the financial plan for five or more than five years?
 - (iv) Which capital market is related with new issues?
 - (v) In which letter the method of packing of goods is shown?
3. Match the columns: 5
- | ‘A’ | ‘B’ |
|------------------------------|-----------------------------------|
| (i) Investment decision | (a) Fixed Capital |
| (ii) Profit & Loss Statement | (b) Treasury Bill |
| (iii) Capital Structure | (c) Scope of Financial Function |
| (iv) More Liquidity | (d) Organised Market |
| (v) Stock Exchange | (e) Short-term Financial Planning |
4. Select the correct answer in the following:
- (i) How many levels of management are there?
 - (a) Four
 - (b) Three
 - (c) Two
 - (d) Five
 - (ii) Who is known as the father of Scientific Management?
 - (a) Sheldon
 - (b) Henry Fayol
 - (c) Hooker
 - (d) Taylor
 - (iii) New Economic reform was started in India from:
 - (a) 1947
 - (b) 1980
 - (c) 1991
 - (d) 2007

- (iv) Selection of best alternative is based upon:
 - (a) Forecasting (b) Procedure
 - (c) Evaluation of analysis (d) Policies
- (v) Promotion is which type of source of recruitment?
 - (a) Internal
 - (b) External
 - (c) Both Internal and External
 - (d) None of the above

5. Answer the following in True or False: 5

- (i) Planning facilitates decision making.
- (ii) There is no relationship between planning and manufacturing.
- (iii) Deviation is always negative.
- (iv) Quotation letter is specific offer to sales.
- (v) Postscript writing brings a good effect.

Section-B (Very Short Answer Type Questions)

6. Write any two objectives of Globalisation. 2

(Or) Write the names of the regulations in Indian Environment. (any four)

7. Write the names of the media of advertisement. (any four) 2

(Or) What points should be kept in mind while selecting a good brand? (any two)

8. State any two importance of business environment. 2

(Or) According to new economic policy for which type of industries, licence is compulsory? (any four)

9. Write two responsibilities regarding consumer protection. 2

(Or) What is Eco-mark scheme?

10. What are the factors included in internal environment of business? (any two) 2

(Or) Name the changes that took place in economic environment after 1991.

(Short Answer Type Questions)

11. Write the four advantages of territorial organisation. 4

(Or) Write any four objectives of organisation.

12. Write any four qualities of an effective leader. 4

(Or) Write any four differences between Positive motivation and Negative motivation.

13. Distinguish between Divisional organisation and Functional organisation. (any four) 4
- (Or) Discuss the four principles of organisation.
14. Write any four points of importance of Supervision. 4
- (Or) Explain the non-monetary motivations. (any four)
15. Write any four factors affecting the quantity of working capital. 4
- (Or) Write the importance of Financial Management. (any four points)
16. State the advantages of labelling. (any four) 4
- (Or) Distinguish between Marketing and Selling. (any four)
17. Discuss the ways and means of Consumer Protection in India. (any four) 4
- (Or) Explain the importance of Consumer Protection. (any four points)

(Long Answer Type Questions)

18. What are the essential elements of budget? 5
- (Or) Write any five characteristics of planning.
19. Distinguish between Recruitment and Selection. (any five) 5
- (Or) Explain the importance of staffing in any five points.
20. State the five modern methods of control. 5
- (Or) Write any five points of importance of controlling.
21. Discuss any five functions of Stock Exchange. 5
- (Or) Distinguish between Primary market and Secondary market. (any five)
22. State the importance of business correspondence. (any five) 5
- (Or) Write a letter of order by M/s Garg Computers, Agrasen Colony, Indore to M/s Deepak Computers, Tody Bazar, Gwalior for purchasing the Computer parts.
23. Write any six functions of Management. 6
- (Or) Explain any six social responsibilities of Management.
24. State any six principles formulated by Henry Fayol. 6
- (Or) Explain the importance of Principles of Management. (any six)

