

BUSINESS STUDIES 2018

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 2. questions.
- (iii) Question no. 1 to 5 are objective type which contains Fill in the blanks, True/False, Match the columns, One word answer and Choose the correct answer. Each question is allotted 5 marks.
- (iv) Question no. 6 to 10 (Maximum limit 30 words) marks 2.
- (v) Question no. 11 to 14 (Maximum limit 75 words) marks 3.
- (vi) Question no. 15 to 21 (Maximum limit 120 words) marks 4.
- (vii) Question no. 22 to 26 (Maximum limit 150 words) marks 5.
- (viii) Question no. 6 to 26 have internal choices.

Q.1

Select the correct answer

1 × 5 = 5

- (a) Employment office is the source of Recruitment :
 - (i) Internal
 - (ii) External
 - (iii) Internal and External both
 - (iv) None of the above
- (b) The last function of Management Process is :
 - (i) Planning
 - (ii) Organising
 - (iii) Controlling
 - (iv) Staffing
- (c) The cheapest source of finance is :
 - (i) Debenture
 - (ii) Equity share capital
 - (iii) Preference share
 - (iv) Loan
- (d) The NSEI was established in :
 - (i) 1995
 - (ii) 1988
 - (iii) 2002
 - (iv) 1992
- (e) Price list is sent
 - (i) After Inquiry
 - (ii) After Order
 - (iii) After Complaint
 - (iv) None of these

- Q.2 Fill in the blanks : 1 × 5 = 5
- Management is an intangible _____
 - The group leader of worker is called _____
 - International Environment is always _____
 - Planning is the process of thinking about _____
 - The process starts after recruitment _____
- Q.3 Answer the following in one word/one sentence : 1 × 5 = 5
- What is break even analysis?
 - When issuing of Debenture is beneficial?
 - Which is the greatest Stock Exchange of the country?
 - Which letter is written for goods which are not according to order?
 - What is called the modern function of Management?
- Q.4 Write True/False : 1 × 5 = 5
- Principles of Management are "general guidelines".
 - The New Economic Policy was implemented in 1991.
 - Planning facilitates decision making
 - There is no difference between training.
 - Controlling into a continuous process.
- Q.5 Match the column :
- | (A) | (B) |
|-------------------------|--|
| (a) Profit | (i) New Issues |
| (b) Primary market | (ii) Seller |
| (c) Dunning letter | (iii) Measuring Rod of strong position of an enterprise. |
| (d) Planning process | (iv) Finance work |
| (e) Administrative work | (v) Selection of an alternative |
- Q.6 Write the two advantages of globalisation. 2
- (Or) Write the two advantages of privalization.
- Q.7 What is meant by Liberalization. 2
- (Or) What is meant by Globalization.
- Q.8 Write two characteristics of Business Environment. 2
- (Or) Write two characteristics of Liberalisation.
- Q.9 What are the advantages of advertisement in News Papers? (any two) 2
- (Or) State the advantages of labelling. (any two)

Q.10	What is a consumer?	2
(Or)	What is Eco-mark Scheme?	
Q.11	Explain any three limitations of Management.	3
(Or)	Write the importance of management. (any three)	
Q.12	Explain any three differences between Administration and Management.	3
(Or)	Explain any three differences between Management and Organisation.	
Q.13	Write any three principles of Scientific Management.	3
(Or)	Write nature of principles of Management. (any three)	
Q.14	State any three dissimilarities between principles of Taylor and Fayol.	3
(Or)	Explain difference between Time Study and Motion Study. (any three)	
Q.15	Differentiate between Line and Staff Organisation. (any four)	4
(Or)	Describe the difference between Authority and Responsibility (any four)	
Q.16	Explain the importance of delegation of authority. (any four)	4
(Or)	Explain the importance of decentralisation. (any four)	
Q.17	Write any four qualities of a good leader.	4
(Or)	Explain the importance of directions. (any four)	
Q.18	Differentiate between Management and Leadership. (any four)	4
(Or)	Differentiate between Formal and Informal Communication. (any four)	
Q.19	Describe the factors affecting working capital. (any four).	4
(Or)	Describe the importance of financial planning. (any four)	
Q.20.	Describe the factors affecting the price determination. (any four)	4
(Or)	Explain the factors affecting marketing mixture. (any four)	
Q.21	Describe any four problems of consumers.	4
(Or)	Name four Acts enacted for protection of consumers.	
Q.22	Write any five characteristics of good planning.	5
(Or)	Explain the components of planning. (any five)	
Q.23	Explain any five internal sources of recruitment.	5
(Or)	Describe the need of training. (any five)	

- Q.24 State the essential elements of an Effective Control System. (any five) 5
- (Or) Describe the limitations of Control. (any five)
- Q.25 Distinguish between Primary Market and Secondary Market? (any five) 5
- (Or) Describe the instruments of Capital Market.
- Q.26 Describe the essentials of Ideal Business Letter. (any five) 5
- (Or) Write a final dunning letter on behalf of M/s. Vivek Prakashan, Indore to Vimal Book Depot, Jabalpur for the payment of outstanding amount.

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