

DESIGN OF QUESTION PAPER
BUSINESS STUDIES
Class - XII

Time - 3 Hrs.

Max. Marks - 100

The weightage to marks over different dimensions of the question paper shall be as under :

A. Weightage to Content/ Subject units

S. No.	Content Unit	Marks
Part A : Principles and Functions of Management		
1.	Nature and Significance of Management	7
2.	Principles of Management	7
3.	Business Environment	--
4.	Planning	7
5	Organizing	10
6	Staffing	10
7	Directing	12
8	Controlling	7
	Total (A)	60
Part B : Business Finance and Marketing		
9	Financial Management	12
10	Financial Markets	8
11	Marketing	14
12	Consumer Protection	6
	Total (B)	40
	Grand total (A+B)	100

B. Weightage to forms of Questions

S. No.	Forms of Questions	Marks for each question	No. of questions	Total Marks
1.	Very short answer type (VSA)	1	10	10
2.	Short answer type (SAI)	3	5	15
3.	Short answer type (SAII)	4	5	20
4.	Long answer type I (LA I)	5	5	25
5.	Long answer type (LA II)	6	5	30
6	Total		30	100

C. **Scheme of Options**

There will be no overall choice. However, there is an internal choice in every question of 6 marks

D. **Weightage to difficulty level of questions**

S. No	Estimated difficulty level of questions	Percentage
1.	Easy	30%
2.	Average	50%
3.	Difficult	20%

E. **Typology of Questions**

In order to assess different abilities related to the subject, the question paper is likely to include questions based on higher order skills, such as open-ended questions, questions based on case-study, diagrams, cartoons given in the text book.

SAMPLE QUESTION PAPER I

Sub : Business Studies

Class : XII

Blue Print

Units	Very Short Answer 1	Short Answer I & II (3,4)	Long Answer I & II (5, 6)	Total
Unit-1 (7)	1(2)	-	5(1)	7(3)
Unit-2 (7)	1(2)	-	5(1)	7(3)
Unit- 3 (0)	-	-	-	-
Unit-4 (7)	1(2)	-	5(1)	7(3)
Unit- 5 (10)	-	4(1)	6(1)	10(2)
Unit- 6 (10)	-	4(1)	6(1)	10(2)
Unit- 7 (12)	1(2)	4(1)	6(1)	12(4)
Unit- 8 (7)	-	3(1), 4(1)	-	7(2)
Unit- 9 (12)	-	3(2)	6(1)	12(3)
Unit- 10 (8)	-	3(1)	5(1)	8(2)
Unit- 11 (14)	-	3(1)	5(1) ,6(1)	14(3)
Unit- 12 (6)	1(2)	4(1)	-	6(3)
	10(10)	35(10)	55(10)	100(30)

SAMPLE QUESTION PAPER - I
BUSINESS STUDIES
Class - XII

Max. Marks. - 100.

.Time - 3

hrs

General Instructions

1. *Answers to questions carrying 1 mark may be from one word to one sentence.*
2. *Answer to questions carrying 3 Marks may be from 50 to 75 words.*
3. *Answer to questions carrying 4-5 marks may be about 150 words*
4. *Answer to questions carrying 6 marks may be about 200 words.*
5. *Attempt all parts of a question together.*
1. 'In order to be successful an organization must change its goals according to the needs of the environment'. Which characteristic of management is highlighted in the statement?(1)
2. To meet the objectives of the firm the management of Angora Ltd. offers employment to physically challenged persons. Identify the organizational objective it is trying to achieve.(1)
3. "The Principle(s) of Management are different from those used in pure science". Write any one difference. (1)
4. Why is it said that management principles are universal? (1)
5. A Company needs a detailed plan for its new project. Construction of a Shopping Mall'. What type of plan is it? (1)
6. One of the functions of Management is considered a base for all other functions. Name that function. (1)
7. Give one example of 'noise' in the process of communication. (1)
8. What is 'Supervision. (1)
9. Which Consumer Right gives the business firms freedom to set up their own consumer service and grievance cell? (1)
10. Sandeep purchased a diesel car for Rs.7 lacs from an automobile company and found its engine defective. Despite many complaints the defect was not rectified. Suggest to him the appropriate authority where he could file a complaint under Consumer Protection Act. (1)
11. Does control help in 'judging the accuracy of standards' and 'improving motivation of the employees'? Explain. (3)
12. Explain the term 'Financial Planning'. (3)
13. State any three objectives of National Stock Exchange. (3)
14. Distinguish between the concepts 'product' and 'production' in Marketing keeping following as the base: (3)
 - (i) Focus
 - (ii) Means
 - (iii) Ends

15. Are the shareholders of a company likely to gain with a debt component in the capital employed? Explain with the help of an example. (3)
16. State any four benefits of training. (4)
17. Taking corrective/remedial action is the last step in the process of one of the functions of management. (1+3=4)
- (a) Name the function.
- (b) Explain the other steps of the above mentioned function.
18. Mohan and Sohan are friends working in Surya Ltd. as Production and Sales Manager respectively. In an interdepartmental meeting Sohan informed Mohan about a change in the marketing policy of the company.
- (a) Identify the type of communication used in the above example.
- (b) Name & explain any two networks of the type of communication identified in part(a). (1+3 = 4)
19. Distinguish between delegation & decentralization of authority on the following bases:
- (i) Nature
- (ii) Purpose
- (iii) Freedom of action
- (iv) Level of authority (4)
20. State any four responsibilities of a consumer while purchasing/ consuming goods/ services. (4)
21. Explain the term 'Co-ordination' and its importance in management. (2+3=5)
22. 'Determination of the Price of a Product' is influenced by many factors. Explain any five factors that have an influence on price. (5)
23. Explain the following principles of management:
- (a) Equity.
- (b) Remuneration of Employees. (5)
24. In spite of best efforts of managers sometimes planning fails to achieve desired results due to its limitations. Explain any five limitations of planning. (5)
25. Explain any five functions of a Stock Exchange. (5)
26. What is meant by 'Functional organizational structure'? State any two advantages & two disadvantages of such structures.

OR

Describe the steps involved in the process of 'Organising'. (6)

27. You are the Personnel Manager of Anoop Ltd. You want to appoint staff for your company. Explain the 'Selection Procedure' you should follow for this.

OR

Your school has vacancies of teachers. The eligible staff had already been promoted to some posts. Still some vacancies are left. Explain any four sources of recruitment you will use for filling-up these vacancies. (6)

28. In an organization there are many leaders. But a good leader must be a distinguished one. Suggest any four qualities that a good leader must possess.

OR

'It is only 'Motivation' through which the managers can inspire their subordinates to give their best to the organisation'. In the light of this statement explain any four points of importance of motivation. (6)

29. What is meant by 'Working Capital'? Describe any four factors which affect the working capital requirements of company.

OR

What is meant by 'Fixed capital'? Describe any four factors which affect the fixed capital requirement of a company. (6)

30. 'It is necessary that goods & services must be made available to the customer at the right place, in right quantity and at the right time'.

(a) Name and explain the concerned element of marketing-mix.

(b) Explain the components of this element. (2+4=6)

OR

'Various tools of communication are used by the marketers to promote their products'.

(a) Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.

(b) Explain any two merits & two limitations of this tool (2+4=6)