

SAMPLE QUESTION PAPER -II

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)	–	3(1), 4(1)	–	7(2)
Unit- 5 (10)	–	4(1)	6(1)	10(2)
Unit- 6 (10)	–	4(1)	6(1)	10(2)
Unit- 7 (12)	–	3(2)	6(1)	12(2)
Unit- 8 (7)	1(2)	–	5(1)	7(3)
Unit- 9 (12)	–	3(2)	6(1)	12(3)
Unit- 10 (8)	–	4(2)	–	8(2)
Unit- 11 (14)	1(4)	–	5(2)	14(6)
Unit- 12 (6)	–	–	6(1)	6(1)
Total	10(10)	35(10)	55(10)	100(30)

SAMPLE QUESTION PAPER - II
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. Different techniques were developed by Taylor to facilitate principles of scientific management. One of them is 'Fatigue Study'. What is the objective of this study ? (1)
2. Which concept of Marketing suggests that the organization should earn profit through consumer satisfaction and social welfare ? (1)
3. Management of any organization strives to attain different objectives. Enumerate any two such objectives? (1)
4. List any two principles of 'Scientific Management' formulated by Taylor for managing an organization scientifically? (1)
5. Give meaning of the term 'Deviation' as used in the control function of management. (1)
6. Which two steps in the process of control are concerned with compelling events to confirm to plan ? (1)
7. Give two examples of Convenience products. (1)
8. At which level of packaging, the immediate container is referred to. (1)
9. Give any two characteristics of management. (1)
10. Give any two advantages of branding to the marketer. (1)
11. Rajat a sales manager, achieved his sales targets one month in advance. This achievement was displayed on the notice board & a certificate for the best performance was awarded to him by the CEO of the company.
 1. Name the incentive provided to Rajat.
 2. Identify the type of incentive.
 3. List two other incentives of the type identified in part (2). (1+1+1 = 3)
12. Explain the steps involved in the process of planning ? (3)
13. State any three personal barriers to communication. (3)

14. Length of production cycle affects the working capital requirements of an organization. Explain how ? (3)
15. 'Primary objective of financial management is to maximise shareholders wealth.' Explain (3)
16. Explain any two reasons which suggest that Planning is important in managerial process. (4)
17. The employees of Manik Ltd., a software company, have formed a Dramatic group for their recreation. Name the type of organization so formed and state its three features. (4)
18. Despite internal sources of recruitment being economical, why do the companies not always use this source? Give any four reasons. (4)
19. Explain the procedure of trading in the 'Stock Exchange'. (4)
20. Define primary market. State any two methods of issuing securities in primary market. (4)
21. "Success of an organization largely depends upon its management" Explain any five reasons to justify the above statement. (5)
22. Name and explain that principle of Fayol which suggests that communication from top to bottom should follow the official lines of command. (5)
23. Explain the concept of Budgetary Control. Discuss any three advantages of budgetary control. (5)
24. Marketing and selling are two different concepts. Distinguish between the two on any five bases. (5)
25. State any five functions of marketing from the management viewpoint. (5)
26. Explain the term Organisational Structure. Distinguish between Functional and Divisional structure on the following bases :
 - i. Formation
 - ii. Managerial development
 - iii. Responsibility
 - iv. Suitability

OR

'Delegation of Authority is necessary in all types of organizations' Explain any four reasons in support of your answer. (6)

27. State the steps involved in the process of 'Staffing'

OR

Describe the following methods of training.

i. Vestibule Training

ii. Job Rotation

iii. Apprenticeship

(6)

28. 'Good and effective directing should be based upon certain principles. Explain any three principles of Directing.

OR

'Supervision is an important element of directing function'. Explain any four reasons in support of the above statement. (6)

29. The Board of Directors has asked you to design the capital structure of the company. Explain any six factors that you would consider while doing so.

OR

Every manager has to take three major decisions while performing the finance function. Explain them. (6)

30. Consumer Protection Act provides some Rights to the consumers. Explain any four rights of the consumer as per the Act.

OR

Non-Government-Organizations perform several functions for the protection and promotion of interests of consumers. State any six functions performed by them. (6)