## THE JAMMU AND KASHMIR STATE BOARD OF SCHOOL EDUCATION, ACADEMIC DIVISION, REHARI COLONY, JAMMU

## (MODEL PAPER)

## **BUSINESS STUDIES (12<sup>TH</sup>)**

Time Allowed: 3 hours Max. Marks: 100

G ANSWER TYPE QUESTIONS	
Explain the functions of Management.	
OR	
"Co-ordination is the essence of Management" Explain.	6 marks
Explain the importance of Organizing.	
OR	
Explain factors determining Delegation of authority.	6 marks
Describe the nature and importance of directing.	
OR	
Explain Maslow's Need Hierarchy theory.	6 marks
Explain the role of financial planning in financial management.	
OR	
What is Financial Management? What are its objectives?	6 marks
What is Marketing Mix? Explain its Main elements.	
OR	
Distinguish between advertising and personal selling.	6 marks
Differentiate between Motion study and Time study.	
	4 marks
Explain the following:	4 marks
Explain the following:  a) Liberalization  b) Globalization	4 marks
a) Liberalization b) Globalization	4 marks
a) Liberalization b) Globalization Explain in brief any four limitations of Planning.	4 marks 4 marks
a) Liberalization b) Globalization  Explain in brief any four limitations of Planning.  Distinguish between delegation and decentralization of authority (Any four points).	4 marks 4 marks 4 marks 4 marks
a) Liberalization b) Globalization  Explain in brief any four limitations of Planning.  Distinguish between delegation and decentralization of authority (Any four points).  Write a short note on:  a) Recruitment b) Selection  Enumerate any four qualities of a good leader.	4 marks 4 marks 4 marks 4 marks 4 marks
a) Liberalization b) Globalization  Explain in brief any four limitations of Planning.  Distinguish between delegation and decentralization of authority (Any four points).  Write a short note on:  a) Recruitment b) Selection	4 marks 4 marks 4 marks 4 marks
	Explain the functions of Management.  OR  "Co-ordination is the essence of Management" Explain.  Explain the importance of Organizing.  OR  Explain factors determining Delegation of authority.  Describe the nature and importance of directing.  OR  Explain Maslow's Need Hierarchy theory.  Explain the role of financial planning in financial management.  OR  What is Financial Management? What are its objectives?  What is Marketing Mix? Explain its Main elements.  OR  Distinguish between advertising and personal selling.

4 marks

4 marks

Q. 14. Differentiate between Selling and Marketing (Any four points).

Q. 15. State the responsibilities of Consumers to safeguard their interest (Any four).

## **VERY SHORT ANSWER TYPE QUESTIONS**

Q. 16.	What is Scientific Management?		2 marks 2 marks
Q. 17.	What is planning?		2 marks
Q 18.	What is promotion in recruitment?		
Q. 19.	What do you mean by controlling?		
Q. 20.	Name steps in process of control.		
Q21.	Explain the meaning of Business Finance.		
Q. 22	What do you understand by Stock Exchange?		
Q. 23.	What is price mix?		
Q. 24.	What is meant by publicity?		2 marks
Q. 25	What is consumer protection?		2 marks
	OBJECTIVE TY	PE QUESTIONS	
Q. 26.	Management is needed at:		
	a) Top level	b) Middle level	
	c) Lower level	d) All levels	1 mark
Q.27.	Fayol's Principles of Management are	Fourteen. (True or False)	1 mark
Q. 28.	Monetary Policy is decided by SBI.	(True or False	1 mark
Q. 29.	Planning is the:-		
	a) First function of management	b) Pervasive	
	c) Both of these	d) None of these	1 mark
Q.30.	Which is not the external source of recr	ruitment:-	
	a) Advertisement b) Employment		
	c) Promotion	d) Labour Contractors	1 mark
Q. 31.	The steps in selection process are:-		
	a) Preliminary interview	b) Testing	
	c) Both a & b	d) Neither a & b	1 mark
Q. 32.	Controlling is function	function of management	
	a) First b) Last c) Both a	& b d) Neither a & b	1 mark
Q. 33.	Controlling is aspect of management.		
	a) Mental b) Theoretical c)	Practical d) All of the above	1 mark
Q. 34.	SEBI has been set up under the Securit	ies and Exchange Board of India Ac	et in
Q. 2	2_22 ms com set up under the becuite	Z	1 mark
Q.35	NSE was setup in		1 mark

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