

Subject: Business Studies

Class: XII

Time: 3 Hours

Max Marks: 80

GENERAL INSTRUCTIONS:

This question paper contains five sections:

- i. Section –A contains 8 Very Very Short Answer Type Questions of 1 mark each. $1 \times 8 = 8$ marks
- ii. Section- B contains 4 Very Short Answer Type Questions of 3 marks each to be answered in 20 to 30 words. $3 \times 4 = 12$ marks
- iii. Section – C contains 5 Short Answer type questions of 4 marks each to be answered in 100 to 150 words. $4 \times 5 = 20$ marks
- iv. Section – D contains 4 Long Answer type questions of 6 marks each to be answered in 150 to 200 words. $6 \times 4 = 24$ marks
- v. Section – E contains 2 Long Answer type questions of 8 marks each to be answered in 150 to 200 words. $8 \times 2 = 16$ marks

Section A

Q1. Do as directed:

- i. EBIT is _____
- ii. Financial decision includes
 - A. Investment
 - B. Financing
 - C. Dividend
 - D. All of the above
- iii. Searching large number of employees for particular job is _____
- iv. Introducing newly selected employees to job/company is called _____
- v. Having good relations with the colleagues is an example of
 - A. Esteem
 - B. Safety
 - C. Affiliation
 - D. Security

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- vi. Which of the following is not a non-financial incentive?
A. Status
B. Perks
C. Participation
D. Security
- vii. Physical feature of a leader are associated with:
A. Knowledge
B. Initiative
C. Attraction
D. Empathy
- viii. Communication between two departments or employees of same rank is called _____ communication.

Section B

- Q2. How has globalization affected India?
Q3. Write management as personalized application of knowledge
Q4. What is a good plan?
Q5. How quick decision making is introduced in organization.

Section C

- Q6. Justify your answer for describing management as multi-dimensional and pervasive
Q7. How is policy different from procedure?
Q8. How organization helps in effective utilization of resources
Q9. How would you increase informal contacts while working abroad?
Q10. What points would you consider while setting targets for controlling?

Section D

- Q11. What do you think are the factors that affect the pricing of a product?

OR

Explain any three sales promotion activities with examples?



Q12. Mention the techniques of Management as given by Taylor

OR

Explain various features of Management principles?

Q13. Selection is an elimination process. How is it important for organization?

OR

Discuss briefly the importance of training?

Q14. What are your responsibilities as a consumer as envisaged in consumer protection act.

OR

State any three redressal forums set up to deal with consumer grievances and dispute?

Section E

Q15. Marketing concept supersedes selling. Justify. How would you choose target market for your product?

OR

What is the Marketing mix? Explain its main components?

Q16. Write down the factors affecting fixed and working capital requirements for establishment of automobile company.

OR

What is financial planning? Explain in brief the various objectives of Financial planning?

