

DELHI PUBLIC SCHOOL, BAHADURGARH

BUSINESS STUDIES Sample Paper

Time Allowed – 3 Hrs.

Class - XII

M.M. – 90

Date –

General Instructions :-

1. Answers to questions carrying **1 mark** may be from one word to one sentence.

2. Answers to questions carrying **3 marks** may be from 50 -75 words.

3. Answers to questions carrying **4 – 5 marks** may be about 150 words.

4. Answers to questions carrying **6 marks** may be about 200 words.

5. Attempt all parts of a question together.

Q.1 What function does a representative professional association perform ?

Q.2 As a technique of scientific management what is the meaning of ‘Simplification’ ?

Q.3 ‘Business environment includes both ‘specific and general forces’ . List any four specific forces .

Q.4 What is the main cause to adopt divisional organisation structure ?

Q.5 How employees get motivated through delegation of authority ?

Q.6 ‘The question is not whether there should be decentralisation , but decentralisation to what extent ?’
What does this statement indicate about decentralisation ?

Q.7 The following table contains two columns on the elements of directing and main purposes thereof .
You are required to indicate the best alternative combination of the element and main purpose .

Elements of Directing		Main Purpose	
Sl. No.	Description	Sl. No.	Description
A	Supervision	1	Instructing , Feedback
B	Motivation	2	Introducing changes
C	Leadership	3	Fulfilment of needs
D	Communication	4	Performance overseeing

Q.8 Give any one criticism of Maslow’s Theory .

Q.9 What are the components of capital market ?

Q.10 What is meant by packaging ?

Q.11 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 .

Q.12 Name the index of National Stock exchange .

(1 * 12 = 12)

Q.13 State the meaning of 'Inverted V' communication .

Q.14 What is meant by 'Financial Management' ? State the primary objective of financial management .

Q.15 Explain any three characteristics of Democratic Leadership Style.

Q.16 Differentiate between 'Primary Market' and 'Secondary Market' .

Q.17 Jasdeep , a dealer in school uniforms , decided to maximise his profit by using different aggressive promotional efforts .

(i) Identify the Marketing Management philosophy adopted by Jasdeep .

(ii) Explain this philosophy on the basis of

(a) Main Focus

(b) Means and Ends

Q.18 'In today's commercial world , the stock exchange performs many vital functions which leads the investors towards positive environment'. Explain how by giving any three reasons .

(3 * 6 = 18)

Q.19 In a particular company , no importance had been attached to the suggestions given by the subordinates . In 2011 , the company appointed Mr. Lotus as its Chief Executive Officer . He was an M.B.A. degree holder from I.I.M. Ahmedabad with an experience of a decade . On assuming the charge of his office , he started a sort of campaign asking for suggestions from every big or small employee of the company . In a very short time , there were about 10,000 suggestions . After studying the company them intensively , about 1500 suggestions were implemented in different fields . This campaign fetched the company an additional profit of 50 crore rupees .

(i) What principle of management will have been working behind Mr. Lotus' thinking ?

(ii) What will be the effect of implementing these suggestions on the employees ?

Q.20 Pranav is engaged in 'Transport Business'. Identify the working capital requirements of Pranav stating the reason in support of your answer . Pranav also wants to expand and diversify his Transport - Business . Explain any two factors that will affect his fixed capital requirements .

Q.21 What are the benefits of advertising to manufactures and society ?

Q.22 What is meant by 'Business Environment' ? Explain 'Dynamic Nature' and 'Uncertainty' as features of Business Environment .

(4 * 4 = 16)

Q.23 A pharmacy company doesn't provide information about the expiry date on the packet of his drug . Which values does this manufacturer violate ? Explain any four rights of a consumer .

Q.24 In a company profits are heavy and in future less scope of expansion exits . Company has decided to pay a very less dividends . Here , which value and whose interest have been affected ? Explain any four factors affecting dividend decision .

Q.25 Explain the nature of principles of management .

Q.26 Aman , Avneesh and Amrish have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform :-

- (i) Purchase of raw materials
- (ii) Purchase of machinery
- (iii) Production of toys
- (iv) Arrangement of finance
- (v) Sale of toys
- (vi) Identifying the areas where they can sell their toys
- (vii) Selection of employees

In order to facilitate the work they thought that four managers should be appointed to look after :-

- (a) Production
- (b) Finance
- (c) Marketing
- (d) Personnel .

(1) Identify the function of management involved in the above mentioned para .

(2) Quote the lines from the above para which help you in identifying this function .

(3) State the steps followed in the process of this function of management .

(5 * 4 = 20)

Q.27 What are the steps taken in the process of planning ? Explain .

Or

Differentiate between single – use plan and standing plan on any four basis .

Q.28 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

Explain in brief the merits and limitations of external sources of recruitment .

Q.29 What is meant by 'Controlling' ? Describe the steps in the process of controlling .

Or

Explain any four points highlighting the importance of controlling .

Q.30 "Advertising is unnecessary and wasteful". Do you agree with this statement ? Give reasons for your answer .

Or

What are the tools of public relations ? Explain .

(6 * 4 = 24)

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