

KENDRIYA VIDYALAYA SANGATHAN ERNAKULAM REGION

SAMPLE QEUSTION PAPER

BUSINESS STUDIES CLASS XII (2012-13)

BLUE PRINT

SL NO	UNITS	VSA(1)	SA(3,4)	LA(5,6)	TOTAL
1	INTRODUCTION TO MANAGEMENT	-	-	5(1)	5(1)
2	PRINCIPLES OF MANAGEMENT	-	3(2)	-	6(2)
3	BUSINESS ENVIRONMENT	-	-	5(1)	5(1)
4	PLANNING	-	3(2)	-	6(2)
5	ORGANISING	-	4(2)	-	8(2)
6	STAFFING	1(1)	-	5(1)	6(2)
7	DIRECTING	1(2)	-	6(1)	8(3)
8	CONTROLLING	1(1)	-	5(1)	6(2)
9	FINANCIAL MANAGEMENT	1(2)	4(1)	6(1)	12(4)
10	FINANCIAL MARKETS	1(2)	-	6(1)	8(3)
11	MARKETING MANAGEMENT	1(2)	3(2)	6(1)	14(5)
12	CONSUMER PROTECTION	1(2)	4(1)	-	6(3)
		12(12)	34(10)	44(8)	90(30)

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SAMPLE QUESTION PAPER (2012-13)

CLASS: XII

SUB: BUSINESS STUDIES

MAX MARK: 90

TIME: 3hrs

GENERAL INSRUCTIONS:

- 1. Answers to questions carrying one mark may be from one word to one sentence**
- 2. Answers to questions carrying three marks may be from 50 -75words**
- 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 question together**

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|----|---|---|
| 1 | Define job rotation. | 1 |
| 2 | 'A good leader does not wait for opportunities but creates them'. What quality of a good leader is highlighted by this statement? | 1 |
| 3 | Mention any two measures to improve communication effectiveness. | 1 |
| 4 | Planning is an empty exercise without this function of management. Mention this function. | 1 |
| 5 | Name the financial decision which will help a businessman in opening a new branch of its business. | 1 |
| 6 | How can a liberal credit policy affect working capital requirement of an organization? | 1 |
| 7 | What does dematerialization of securities refer to? | 1 |
| 8 | Enumerate three kinds of functions of SEBI. | 1 |
| 9 | What impact can a good design of the product have? | 1 |
| 10 | Can a buyer be treated as the marketier? If yes when? | 1 |

- 11 Sonu wants to buy a packet of juice. As an aware customer how can he be sure about the quality of juice he wants to buy? 1
- 12 When can a consumer make an appeal in the Supreme Court under 'The Consumer Protection Act 1986'? 1
- 13 "Management Principles are evolutionary". Explain. 3
- 14 In your school, you observe that books are kept in office, chalks in the library and office records in the staff room. How will that affect the achievement of school objective? Which aspect of a management is lacking here and why? As a manager what steps will you take to rectify the short comings? 3
- 15 "Planning is pervasive". Explain briefly. 3
- 16 Differentiate between 'policy' and 'rule' as types of plans. 3
- 17 Preeta, a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to the existing design.
 (i) Identify the marketing management philosophy adopted by Preeta
 (ii) Explain the philosophy on the basis of:
 (a) Main focus
 (b) Means and ends 3
- 18 Enumerate any three market related factors that should be kept in view while taking decisions on the choice of channels of distribution of any product. 3
- 19 XYZ Ltd a manufacturing company is strictly following formal organization structure. It is facing a lot of problems due to delay in decision making. Workers are not allowed to vent their grievances except through formal channels. Name the values which are neglected by the organization. 4
- 20 The marketing manager of an organization has been asked to achieve a target sale of 100 generators per day. He delegates this task to 10 sales managers working under him. Two of them could not achieve their respective targets. Is the marketing manager responsible? Briefly explain the relevant principle in support of your answer. 4
- 21 Explain the factors affecting the dividend of policy of a company. 4
- 22 Mr. Bharti was a vegetarian went to a snack bar for having French fries and later found out that it had non-vegetarian content. Neither the advertisement nor the packing of the product displayed that the product has non-vegetarian content. Will Mr. Bharti be able to claim compensation? Which right of the consumer is violated? 4
- 23 "In the absence of management, the productive resources will remain resources and shall never become production". Explain the importance of management in the light of the above statement. 5

- 24 What economic changes were initiated by the government under the industrial policy 1991? 5
- 25 Describe briefly the steps involved in the process of staffing. 5
- 26 Explain briefly the features of a good control system. 5
- 27 Explain the different types of formal communication according to direction of flow.
OR
'The total performance of an organization depends a great deal on functioning of supervisor'. In the light of this statement, explain the functions of a supervisor in an organization. 6
- 28 You are a finance manager of a newly established company. The directors have asked you to determine the amount of fixed capital requirement for the company. Explain any four factors that you will consider while determining the fixed capital requirement.
OR
What does financing decision involve? List the factors which affect the financing decision. 6
- 29 Distinguish between capital market and money market on the following basis:
(1) Participants
(2) Instruments traded
(3) Duration of securities traded
(4) Expected return
OR
Why was the Securities and Exchange Board Of India (SEBI) set up? Explain any four regulatory functions of SEBI. 6
- 30 "A toy car free with Maggi Noodles" is an example of one of the techniques of sales promotion. Name this technique and also explain any other three sales promotion techniques.
OR
Name that element of marketing mix which affects the revenue and profits of a firm. Explain any five factors which help in determining this element. 6

