

Model Question Paper

Class XII

Business Studies

Q. 1 Which of the following statements most appropriately describes the purpose of time study.

- (a) Determining a fair day's work.
- (b) Minimising the wasteful moments in work flow.
- (c) Determining a fair day's wages.
- (d) Improving the over all effectiveness of an organisation.

Q. 2 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 change
C	Leadership	3	Fulfilment of needs
D	Communication	4	Performance overseeing

- (a) A-1, B-2, C-3, D-4.
- (b) A-4, B-3, C-2, D-1.
- (c) A-2, B-3, C-4, D-1.
- (d) B-1, C-2, D-4, A-3

Q.3 Which of the following is not at all set of physiological needs.

- (a) Clothing, food, water
- (b) Shelter, sleep, food
- (c) Shelters, stability, self respect
- (d) Status, self fulfilment and self respect.

Q.4 Indicate from among the following the marketing philosophy and the corresponding prime focus

Marketing Philosophy		Main focus	
S.No.	The Underlying Concept	S. No.	Prime focus
A	Production concept	1	Convince, lure and attract a customer
B	Product Concept	2	Consumer needs
C	Selling Concept	3	Quality
D	Marketing Concept	4	Availability

- (a) A-1, B-2, C-3, D-4
- (b) B-3, C-4, A-1, B-2
- (c) A-1, B-3, C-1, D-2
- (d) D-1, C-2, B-3, A-4

Q. 5 Which of the following is not a money market instrument

- (a) Treasury bills
- (b) Commercial paper
- (c) Certificate of Deposit
- (d) Public Deposits.

Q. 6 A company selling packaged fruit juices decides to advertise its products through television only. This is an example of the Company's (please tick the most appropriate answer).

- (a) Rule
- (b) Strategy
- (c) Policy
- (d) Procedure

Q.7 Inter- positional transfer of authority is called (please tick the most appropriate answer)

- (a) Scalar
- (b) Delegation
- (c) Decentralisation
- (d) Unity of command

Q. 8 Indicate the correct sequence of the steps in the organizing process.

- (i) Departmentalisation
- (ii) Assignment of duties
- (iii) Identifying and dividing work
- (iv) Establishing reporting relationships

- (a) (iii), (i), (ii), (iv)
- (b) (i), (ii), (iii), (iv)
- (c) (iv), (iii), (i), (ii)
- (d) (i), (ii), (iv), (iii)

Q. 9 A company will prefer debt in its capital structure, if (tick the most appropriate alternative)

- (a) It wants to dilute control
- (b) Stock market conditions are bullish
- (c) Tax rates are high
- (d) It has already used its debt potential to the full.

- Q. 10 An appeal against the order of the State Commission can be filed in the
- (a) District Forum
 - (b) National Commission
 - (c) Lok Adalat (20)
 - (d) Rights organisation

Q. 11 Explain any and one modern technique of managerial control? (3)

Q. 12 “Planning is no guarantee of success of a business enterprise”. Discuss any two limitations of planning that the manager should keep in mind. (4)

Q. 13 There is a vacancy for the position of marketing managers in a company. Radha, the Human Resource Manager of the company has to decide whether to promote an existing employee of the organisation or select a candidate from an external source. Give your suggestion as to which source Radha should choose, supporting your answer with reasons (4)

Q. 14 What is the need for “Background Checks” and “Medical Examinations” in the process of selection. (4)

Q. 15 You have just read a promotional offer for a new model of mobile phone manufactured by a leading company in this field. What responsibilities as a consumer should you keep in mind while buying such a product? (5)

Q. 16 A company manufacturing mobile phones increasing its production facilities in response to surge in demand. It asked its entire workforce to work overtime. Due to increased pressure efficiency declined. Sometimes there was confusion about whose orders to follow. There was decline in teamwork. Identify the two principles of management (of Henri Fayol), which were being violated. Explain them and how they can be implemented. Suggest the required changes. (5)

Q.17 “Reach, Frequency and impact are three major concerns underlying media selection”? Explain briefly. (5)

Q. 18 Lately in the news is the development of a flying car, prototype which has been tested in the Department of Technology, California, U.S.A. As an active venture capitalist and an entrepreneur you see a huge business opportunity for the same in India. What steps would you take to establish this venture? Explain briefly. (5)

Q. 19 For the following products, state, giving reasons whether the working capital requirement is low or high: -

- (a) Bread
- (b) Automobiles
- (c) Made-to-order furniture (6)
- (d) Refrigerators
- (e) Woollen garments

Q. 20 Each division in an organisation is multifunctional. Identify the structure being used by the organisation and state three of its advantage.

Or (6)

“Organising function of management plays a crucial role in any business enterprise.” Give any three reasons in support of the statement.

Q. 21 “It is a difficult to be understood”. Comment upon this statement in the light of the barriers to effective communication

Or (6)

Discuss any three principles that guide and help the directing function of management.

Q. 22 Why is stock exchange referred to as a secondary market? What functions does it perform?

Or (6)

What are the methods a company may adopt to raise capital from the primary market?

Q. 23 “Coordination is required for the efficient working of a business enterprises.” Do you agree? Give reasons in support of your answer

Or (7)

“Significance of management lies in its indispensability for any type of organised activity.” Elaborate on this statement and discuss how management facilitates the achievement of group objectives and personal goals simultaneously.

Q. 24 Do you agree that the Indian business environment has witnessed changes after 1991. Identify two changes each in the following environments in India: -

- (a) Economic Environment
- (b) Legal Environment (7)
- (c) Technological environment

Also briefly explain these changes with examples from the corporate world.

Q. 25 ‘Expenditure on advertising is a social waste’ Do you agree? Discuss.

Or (7)

What are the factors affecting determination of the price of a product or service? Explain.