

PRACTICE PAPER
BUSINESS STUDIES
CLASS - XII

Max. Marks. - 90

Time - 3 hrs

General Instructions :

1. *Answers to questions carrying 1 mark may be from one word to one sentence.*
 2. *Answer to questions carrying 3 marks may be from 50 to 75 words.*
 3. *Answer to questions carrying 4-5 marks may be about 150 words.*
 4. *Answer to questions carrying 6 marks may be about 200 words.*
 5. *Attempt all parts of a question together.*
-

1. Name the function of management which is concerned with finding the right man and placing him to the right job. (1)
2. Define Laissez-faire style of leadership. (1)
3. Define leadership. (1)
4. Which principle of controlling is based on the belief that an attempt to control everything results in controlling nothing? (1)
5. What is trading on equity? (1)
6. A service industry requires more working capital or less working capital. Why? (1)
7. Name the market for long term funds. (1)
8. Who is a Brocker? (1)
9. Name any two tools of public relations in the context of marketing. (1)
10. Define 'Branding'. (1)
11. Vidya wants to buy L.C.D. T.V. As an aware customer, how can she be sure about the quality of television ? (1)
12. To which commission the complaint should be made if the value for the goods and services in question, along with the compensation claimed, exceeds ₹ 20 lakhs but does not exceed ₹ 1 crore. (1)
13. Write a short note on Differential Piece Wage System. (3)
14. 'Discipline is a double edged tool'! Comment. (3)
15. Explain how planning provides direction to action. (3)
16. Give an example each of any two limitations of planning which are beyond the control of an organisation. (3)
17. List any three characteristics of 'Convenience products. (3)
8. Explain any three benefits of packaging. (3)
9. Enumerate steps involved in organising process. (4)
0. Give any four reasons why delegation is important for an organisation. (4)
1. Who can file a complaint in a consumer court? (4)
2. When liquidity increases, profitability increases, Explain. (4)
3. Raman Ltd. is engaged in manufacturing televisions. The company is facing a lot of problems for the last few months because of chaos between two departments viz; Production Department

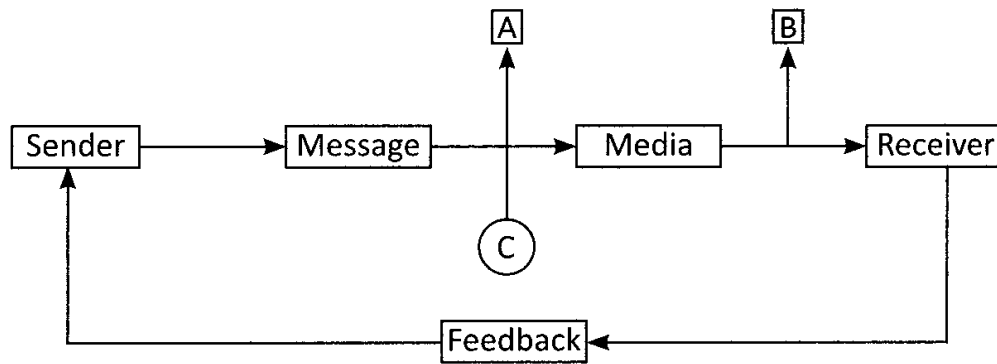
and Sales Department. Sales Department blamed Production Department for delay production however, Production department blamed Sales Department for poor sales. A force that binds all functions of management was missing. (5)

- (i) Identify the force missing.
- (ii) Give four characteristics of this force that binds all management functions.
- (iii) Name the values which the force brings among the employees.

- 24. Explain the importance of Business Environment. (5)
- 25. Manager of ABC Ltd. designed some training and development programmes in the long term interest of employees so that organisation can also be benefited in return. Through this the employees are motivated and they perform better. (5)
 - (a) Name the function of management in which 'training and development' is the part of the process of that organisation.
 - (b) State any two importance of training and development.
 - (c) Name any two values ABC Ltd. is focussing on?
- 26. Explain the process of controlling. (5)
- 27. Differentiate between formal communication and Informal communication. (6)

OR

Identify A, B and C if they are elements of communication process. Also explain them briefly.



- 28. Every manager has to take three major decisions while performing the finance function. State these decisions. (6)

OR

How are the shareholders of a company likely to gain with a debt component in the capital employed? Explain with the help of an example. (6)

- 29. Explain the functions of Financial Market. (6)

OR

Explain any four protective functions of SEBI.

- 30. Explain the role of Public Relations. (6)

OR

Differentiate between Advertising and Personal Selling.