

CBSE Class 12 business studies question paper

General Instructions .

- (1) All questions from 1 to 5 are of 2 marks and should be answered in 10 to 20 words.
- (2) All questions from 6 to 10 are of 3 marks and should be answered in 20 to 30 words.
- (3) All questions from 11 to 15 are of 4 marks and should be answered in 40 to 50 words.
- (4) All questions from 16 to 21 are of 5 marks and should be answered in 60 to 70 words.
- (5) All questions from 22 to 24 are of 6 marks and should be answered in 100 words.
- (6) Attempt all parts of a question together

Questions.

1. State any two functions of top-level management. [2 Mark]
2. What is meant by 'economic environment' of business ? [2 Mark]
3. Enumerate any two features of directing. [2 Mark]
4. What is meant by production concept of marketing ? [2 Mark]
5. How does marketing help a firm to build goodwill in the market ? [2 Mark]
6. An organisation follows the principles of management. What are the positive effects of each of the following principles of management on the organisation ? [3 Mark]
 - (i) Scalar chain
 - (ii) Equity, and
 - (iii) Division of work
7. How does motivation improve the efficiency of workers in an organisation ? Give any three [3 Mark]points
8. "All managers are leaders, but all leaders are not managers." Do you agree with this statement ? Give any three reasons in support of your answer. [3 Mark]
9. Enumerate any three market related factors that should be kept in view while taking decision on the choice of channels of distribution of any product. [3 Mark]
10. State any three objectives of sales promotion. [3 Mark]
11. Describe, in brief, Taylor's principles of (i) Science, not the rule of thumb, and (ii) Harmony,

not discord. **[4 Mark]**

12. Define the term 'Organizing' and enumerate the steps involved in the process of organizing. **[4 Mark]**

13. You are the representative of workers in a factory and want to impress upon the management the need for introducing time-rate system in place of existing piece-rate system of wage payment. What four reasons would you like to give to the management to justify your viewpoint ? Explain, in brief. **[4 Mark]**

14. "Securities and Exchange Board of India is the watchdog of the securities market." Do you agree ? Give four reasons in support of your answer. **[4 Mark]**

15. Distinguish between Capital market and Money market on the basis of **[4 Mark]**

(i) Participants,

(ii) Instruments traded

(iii) Investment outlay, and

(iv) Safety

16. "Management is regarded as fully-developed profession." Do you agree ? Give reasons. **[5 Mark]**

17. Explain any five negative impacts of liberalization and globalization on business and industry in India. **[5 Mark]**

18. "Controlling helps in achieving objectives of the organisation and improving employees' morale." Explain this statement, in brief. **[5 Mark]**

19. Write any five factors of a structural capital of a business enterprise with examples. **[5 Mark]**

20. Explain any six features of planning, in brief with examples. **[5 Mark]**

21. Defining 'organisational objectives' is the first step in the process of planning. Explain, in brief, the other steps of this process. **[5 Mark]**

22. "Authority can be delegated but accountability cannot." Explain the given statement. **[6 Mark]**

23. Give any six reasons for "Why employees training are necessary in an organisation? **[6 Mark]**

24. What are the most important factors which must be considered while taking decision be considered before taking decision about the particular type of advertisement of a product. **[6 Mark]**

25. What are the six remedies under the consumer 1986 Protection Act available for consumers. **[6 Mark]**

