

BUSINESS STUDIES - 2012

Time : 3 Hours]

Class : 12th

[M. M. : 100

- Note-**
- (i) All questions are compulsory.
 - (ii) Read the instructions of question paper carefully and write the answer.
 - (iii) There are two Sections in the questions paper Section A and Section B.
 - (iv) In Section A Q. Nos. 1 to 5 are objective types which contain fill up the blanks, true/false, match the columns, one word answer and choose the correct answers. Each question is allotted 5 marks.
 - (v) Internal options are given in Q. Nos. 6 to 20 in Section B.
 - (vi) Q. Nos. 6 to 10 carry 4 marks each. Word limit of answer 75.
 - (vii) Q. Nos. 11 to 15 carry 5 marks each. Word limit of answer 100.
 - (viii) Q. Nos. 16 to 20 carry 6 marks each. Word limit of answer 125.

Section - A (Objective Type Questions)

- Q.1. Fill in the blanks- 5
- (A) Management is the servant of.....
 - (B) Job rotation is very popular in.....
 - (C) Equity shareholders enjoy.....rights in the company.
 - (D) The letter written in response to a letter of enquiry is called a letter of.....
 - (E) Secondary market is also called.....

- Q.2. Match the pairs correctly- 5

'A'

'B'

- | | |
|-----------------------------|---|
| (a) Budgetary control | (i) Funds are required for long period |
| (b) In depression issue of | (ii) Modern control technique |
| (c) Financial management is | (iii) The life blood of business |
| (d) Profit | (iv) Other long term borrowings |
| (e) Managerial audit | (v) Measuring rod of strong position of an enterprise |

- (vi) Debentures will be profitable
- (vii) Traditional control techniques
- (viii) A part of general management

Q.3. Write the answer in one word- 5

- (A) If father is manager and his son also becomes a manager, then what is called that ability?
- (B) Where are the principles of management applicable?
- (C) What is determined in planning first of all?
- (D) Which supervisory body regulates and promotes securities market in India?
- (E) Which process helps to point out weaknesses and errors?

Q.4. Answer the following in True or False: 5

- (A) Advertisement is an external source of recruitment.
- (B) A budget is expressed in qualitative terms.
- (C) There is no fixed location of primary market.
- (D) Staffing is not the responsibility of management.
- (E) Traditional management is against mechanisation.

Q.5. Choose the correct option- 5

- (A) Addition to a letter written after and below signature is called:
 - (i) Reference
 - (ii) Reminder
 - (iii) Post-script
 - (iv) Most important information
- (B) New economic policy was declared in:
 - (i) July 1990
 - (ii) July 1991
 - (iii) April 1990
 - (iv) April 1991
- (C) Liberalisation policy in India has been:
 - (i) Successful
 - (ii) Unsuccessful
 - (iii) Total failure
 - (iv) None of these
- (D) Business correspondence is a substitute of:
 - (i) Business dealings
 - (ii) Human memory
 - (iii) Human relations
 - (iv) Customer service
- (E) Objectives should be:
 - (i) Ideal
 - (ii) Rigid
 - (iii) Realistic
 - (iv) One-sided

Section - B (Very Short Answer Type Questions)

- Q.6. Discuss the importance of organisation in four points.
 (Or) State any four characteristics of informal organisation.
- Q.7. State any four advantages of decentralisation. 4
 (Or) What are the four distinctions between delegation of authority and decentralisation.
- Q.8. Distinguish between Positive and Negative motivation in four points 4.
 (Or) Distinguish between monetary and non-monetary motivations in four points. <http://www.mpboardonline.com>
- Q.9. Write four qualities of a good leader. 4
 (Or) Write four objectives of motivation.
- Q.10. Explain any four objectives of finance management. 4
 (Or) Briefly explain any four factors affecting the amount of fixed capital.

(Short Answer Type Questions)

- Q.11. Write five objects of planning. 5
 (Or) Explain any five limitations of planning.
- Q.12. Write five differences between selection and recruitment. 5
 (Or) Discuss the five various methods of training in brief.
- Q.13. Discuss the five specific methods of controlling. 5
 (Or) Explain any five points of importance of controlling.
- Q.14. Distinguish between primary market and secondary market. (Any five) 5
 (Or) Discuss the five functions of Stock Exchange.
- Q.15. Draft a letter of order on behalf of M/s Garg Computer, Agrasen Colony, Sheopur to M/s. Deepak Computer, Todi Bazar, Gwalior for the supply of computer material. 5
 (Or) "A business letter is the soul of business." Explain the statement.

(Long Answer Type Questions)

- Q.16. State the six differences among the Management, Administration and Organisation. 6
 (Or) Discuss the six social responsibilities of management.
- Q.17. Explain six principles of management advocated by Henry Fayol. 6

- (Or) Explain comparative analysis of principles of management as given by Fayol and Taylor in six points.
- Q.18. Discuss the managerial responses to changes in business environment. (only in 6 points) 6
- (Or) Discuss the importance of Business Environment in six points.
- Q.19. Discuss the six affecting choices of media of advertisement. 6
- (Or) Discuss the factors influencing pricing decisions. (Any 6)
- Q.20. Discuss the six importances of consumer protection. 6
- (Or) Describe the six rights of a consumer.

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