MODEL PAPER, BUSINESS STUDIES, XII

Section-A

Multiple Choice Questions: (i to xviii)

i) **Management is not –**

(A) Universal (B) Multidimensional (C) Dynamic (D) Useless

ii) **Dividend is affected by which factor/factors?**

(A) Earnings (B) Cash flow position

(C) Taxation policy (D) All of the above

iii) **In which year was the latest amended form of the Consumer Protection Act, 1986 implemented in India?**

(A) 2022 (B) 2019 (C) 2015 (D) 2010

iv) **Management is considered as science because it is –**

(A) Based on experience (B) Based on ability

(C) Based on exercise (D) Based on behaviour

v) **What does not happen, from the "optimum utilization of resources" –**

(A) Appropriate allocation of work

(B) To avoid shirking from work

(C) Optimum use of resources

(D) Waste of resources

vi) **"Training and development" benefit/benefits** –

(A) Employee (B) Management (C) Institute (D) All of the above

vii) **In the context of marketing, which quality should a product's brand name *not* have –**

(A) Flexible (B) Detailed (C) Durable (D) Simple

viii) **Which of the following is not related to the financial incentives of employees in a business?**

(A) Salary and Allowances (B) Bonus

(C) Profit Sharing (D) Organisational environment

ix) **A good labelling on a product displays –**

(A) Product description (B) Product categorisation

(C) Giving legally valid information (D) All of the above

x) The task of interpreting organisational plans is done by whom?

(A) Top level management (B) Mid level management

(C) Low level management (D) None of the above

xi) How will decentralised system be created in a business –

(A) By transfer of responsibility (B) By transfer of accountability

(C) By transfer of authority (D) By all of the above

xii) From the following recruitment sources, which method you can not use in external source –

(A) Promotion (B) Direct Recruitment

(C) Waiting list (D) Employment office

xiii) In an organisation, for what purpose will "financing decisions" be made –

(A) To obtain funds from short term sources

(B) To obtain funds from long term sources

(C) Both short term and long term sources for obtaining funds

(D) None of the above

xiv) A permanent asset will be financed through-

(A) Long term liabilities

(B) Short term liabilities

(C) A & B both

(D) From employee's salary

xv) In order to create, an effective communication framework in a new business initiation, what things will you not keep in mind –

(A) Exchange of ideas

(B) Exchange of facts

(C) Exchange of experience

(D) Exchange of incomplete message

xvi) You are a marketing manager in an organisation what kind of pillar/point you will **not** choose for effective marketing–

(A) Attention to the selection of market or customer

(B) Attention to the wishes and needs of the market or customer

(C) Attempt to unnecessary increase in marketing costs

(D) Focus on consumer satisfaction

xvii) Advertisement is not used for-

(A) For customer satisfaction

(B) To reach people

(C) For clarity

(D) To reduce sales

xviii) In the purchase of an item, A consumer has been cheated or exploited for 50 Lac Rupees, to which commission will he/she submit his/her complaint ?

(A) District commission

(B) State commission

(C) National commission

(D) International commission

Fill in the blanks: (i to iv)

i) Internal source of recruitment includes _____

(Transfer / Direct Recruitment)

ii) Retirement benefits are _____ (Financial / Non-financial) element.

iii) To check the purity of food products _____ (FPO mark / BIS hallmark) is used.

iv. Differential remunerative/wages system is being used in the process of ----------
(Scientific management / General management).
v) "Return on investment" is a technique of managerial development ----------
(Traditional technique / Modern technique).
vi) Calculation of working capital includes ---------- (Prepaid expenses / Fixed capital).

Very short answer type questions: (i to xii)

1. By which scholar, the principle of 'division of labour' was given in managerial activities?
2. To whom are dividends being distributed in business?
3. What do you mean by planning?
4. Define 'decentralisation'.
5. Name the internal sources of recruitment.
6. 'Encoding' is an element of which process?
7. Shortly explain "Management Audit".
8. Mention any two effective point to increase the effectiveness of communication.
9. In a business, for what purpose will you use working capital? Explain shortly.
10. How many levels of packaging are there?
11. What determining factors will be taken into consideration, for determining the "price of a product" in business.
12. Which type of environment is created in business by effective direction?

SECTION B

Short answer type questions:

4. Management is an "Art". Define it.
5. Mention any four component/dimension of business environment.
6. What do you understand by Consumer Rights? Explain it.
7. Explain the meaning of the "concept of sales" in marketing.
8. Write name of four modern technique of control.
9. Through which agency will a dissatisfied consumer seek redressal of his/her grievance?
10. Analyze the scalar chain through diagram .

11) Explain the following in short in relation to management.
(A) Method
(B) Process

12) Clarify centralization and decentralisation by giving one example.

13) What items are included in the capital structure? Analyze.

Section-C

Long answer type question: (14 to 17 marks)

14. Write merits and demerits of formal and informal organization.
    OR
    Describe the elements of "delegation of authority" in detail.
15. Explain the following in relation to scientific management—
    (A) Science, not rule of thumb
    (B) Cooperation, not individualism
    OR

Explain in detail, the following principles of Henry Fayol —
(1) Arrangement
(2) Initiative
(3) Spirit of cooperation
(4) Discipline

16. Explain in detail, any four difference between *'on the job' method* and *'off the job' method* of training.
    OR
    Explain, by comparing the internal source and external sources of recruitment, under the recruitment process.
17. By keeping in mind, which key features, a manager can make an effective planning?
    OR
    In your opinion, what type of strategy should be made for an effective planning? Consider this in the context of various dimensions of planning.

Section-D — Essay type question: (18 to 20) (word limit 200 words)

18. What do you understand by Abraham Maslow's *hierarchy of needs*? Explain in detail with the help of a diagram by giving personal and organisational examples.
    OR
    What do you understand by communication? Explain in detail the barriers of an effective communication.
19. What do you mean by business finance? Explain in detail the factors affecting capital budgeting decisions.
    OR
    Why is working capital required in a business? Explain in detail with examples.
20. As a sales manager, which components will you use for the physical distribution of products? Explain by outlining with examples.
    OR
    As a marketing manager, on what basis will you use the role of public relations to achieve marketing objectives? Explain clearly, with details.