

Total number of printed pages: 2

2018/XII/BUS

2018
BUSINESS STUDIES

Total Marks: 90

Time: 3 hours

General instructions:

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *The question paper consists of 26 questions. All questions are compulsory.*
- iii) *Marks are indicated against each question.*
- iv) *Internal choice has been provided in some questions.*

N.B: *Check that all pages of the question paper is complete as indicated on the top left side.*

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| 1. What is social order? | 1 |
| 2. Give the meaning of business environment. | 1 |
| 3. What is the end result of organizing function? | 1 |
| 4. What is accountability? | 1 |
| 5. Why is it called “without planning, control is blind”? | 1 |
| 6. Write the meaning of marketing management. | 1 |
| 7. What is promotion mix? | 1 |
| 8. What is the basic purpose of business? | 1 |
| 9. What is meant by gang plank? | 2 |
| 10. State any four dimensions of business environment. | 2 |
| 11. Write any two advantages of formal organisation. | 2 |
| 12. State any two advantages of critical point control and control by exception. | 2 |
| 13. Why was Consumer Protection Act 1986 passed? | 2 |
| 14. a. Explain any four significance of the principles of management. | |
| Or | 4 |
| b. Explain any four principles of scientific management. | |

15. State any four benefits of globalisation. **4**
16. **a.** Discuss any four features of organizational structure. **4**
Or
b. Discuss any four benefits of decentralisation.
17. **a.** Explain any four principles of directing. **4**
Or
b. Explain the psychological barriers to effective communication.
18. Explain the process of motivation. **4**
19. Discuss the limitations of controlling. **4**
20. **a.** Explain any four features of marketing. **4**
Or
b. Explain any four features of personal selling.
21. Explain any four rights of a consumer. **4**
22. **a.** Why is management considered both Science as well as Art? Explain the features of Art. **2+6= 8**
Or
b. What is the purpose of coordination? Explain the characteristics of coordination.
23. **a.** Explain the limitations of planning. **8**
Or
b. Distinguish between objectives and policies.
24. **a.** Explain the advantages and disadvantages of external sources of recruitment. **4+4= 8**
Or
b. Explain any four methods each for on the job and off the job training.
25. **a.** Discuss any eight factors that should be considered while determining capital structure of a company. **8**
Or
b. Discuss the factors affecting fixed capital requirement.
26. **a.** Discuss any eight benefits of capital market. **8**
Or
b. Discuss any eight functions of SEBI.
