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FOR PUNJAB CLASS 12 PREPARATION

PSEB 12th Sample Paper 2027 Business Studies

EXAM	YEAR	TYPE	SUBJECT
Punjab Class 12	2027	Sample Paper	Business Studies

SAMPLE PAPER

CLASS-XII

BUSINESS STUDIES

(SESSION 2026-27)

Time Allowed : 3 Hrs. **Maximum Marks : 80**

General Instructions :

1. This question paper is divided into 5 sections. Sections A, B, C, D and E.
2. All questions are compulsory.

SECTION—A

Q.1. All questions are compulsory. Each question carries 1 mark. (1×20=20 marks)

Multiple Choice Questions

(i) Who was the first to introduce functional foremanship?
(a) Henry Fayol (b) F.W. Taylor
(c) P.F. Drucker (d) None of these

(ii) 'To increase profit by 20 percent'. Identify the type of plan.
(a) Policy (b) Objective
(c) Programme (d) Both (a) and (b)

(iii) Directing is a :
(a) Continuous process (b) Universal function
(c) Financial activity (d) Both (a) and (b)

(iv) Which one of the following is not an element of marketing mix ?
(a) Product (b) Promotion
(c) Protection of Consumer (d) Price

(v) Arshit went to a shop to get a cellphone. The shopkeeper forced him to buy a particular brand. Which right of Arshit has been violated?
(a) The Right to safety (b) The Right to be informed
(c) The Right to be heard (d) The Right to choose

Fill in the Blanks

(vi) Every person and every material at right place is the principle of ……. (order/equity)

(vii) ..... is thinking before doing. (Staffing/Planning)

(viii) Advertisement is an important ..... source of recruitment. (external/internal)

(ix) Debentures are an example of ..... funds. (borrowed/owners')

(x) …… is a process regarding marketing to persuade and encourage the potential consumers to buy the product. (Promotion/Pricing)

Write True or False

(xi) Luther Gullick gave the acronym POSDCORB to classify the functions of management.

(xii) The study of business environment provides business managers the knowledge about the opportunities and threats in future.

(xiii) A new organisation should carry out internal recruitment only.

(xiv) Capital structure helps to determine the proportional mix between owners' funds and borrowed funds.

(xv) Any person buying the goods for resale is also a consumer.

Answer the Following Questions. Answer each question in about 1-15 words.

(xvi) At which level of management, are policies framed?

(xvii) How can changes in business environment be helpful to business organisation ?

(xviii) Write any one point of difference between formal and informal organisation.

(xix) What is downward communication ?

(xx) How is controlling a universal function?

SECTION—B

Q. 2. All questions are compulsory. Each question carries 2 marks. Answer each question in about 40-60 words. (2×10=20 marks)

(i) Identify and state the force that binds all the other functions of management.

(ii) "Scientific management advocates harmony and eliminates discord". Comment.

(iii) Can planning work in a changing environment? Give a reason to justify your answer.

(iv) A company has its registered office in Delhi, manufacturing unit at Gurgaon and marketing and sales department at Faridabad. The company manufactures the consumer products. Which type of organisational structure should it adopt to achieve its target?

(vi) What is "off the job training" ?

(vi) Which style of leadership does not believe in use of power unless it is absolutely essential?

(vii) Write any two features of controlling.

(viii) What is Business Finance ?

(ix) How does cost of product affect its price ?

(x) Under which consumer right, does a business firm set up consumer grievance cell?

SECTION—C

Q. 3. All questions are compulsory. There is internal choice in each question and each question carries 4 marks. Answer each question in about 80-100 words. (4×4=16 marks)

(i) Explain briefly the importance of management.

Or

Discuss in brief features of scientific management.

(ii) Give the importance of Business Environment.

Or

Give any four steps to make the process of delegation more effective.

(iii) Distinguish between internal and external sources of recruitment.

Or

Differentiate between formal communication and informal communication.

(iv) For buyers of consumer durable products, what 'customer care services' would you plan as a manager of a firm marketing new brand of motorcycle. Discuss.

Or

FSSAI (Food Safety and Standards Authority of India) has made a proposal for hotels and other food outlets to declare the kind of oil/fat used in cooking each of the food items on their menus. Name and explain the Consumer Right being reinforced by this proposal.

SECTION—D

Q. 4 Both questions are compulsory. Each question carries 6 marks. (6×2=12 marks)

(i) Read the following paragraph and then answer the questions given below the paragraph. (1×6=6 marks)

Mr. Devansh Bajaj, a resident of Delhi, purchased a brand-new car from a reputed automobile company. At the time of purchase, the dealer assured him of free servicing for one year, roadside assistance, extended warranty and excellent after-sale services. Trusting these promises, Mr. Bajaj finalized the deal and paid the full amount. However, after delivery, the dealer denied providing the promised services and even withheld essential documents like the final bill, warranty card and insurance papers. Feeling cheated, Mr. Bajaj filed a complaint in the Consumer Court under the Consumer Protection Act, 2019. After investigation, the Court found the dealer guilty of unfair trade practices and violation of consumer rights. It ordered the dealer to hand over all pending documents, provide the promised facilities and compensate Mr. Bajaj with a monetary fine for harassment. This case highlights the role of Consumer Courts in protecting consumer interests. Depending on the value of the claim, cases can be filed in three types of Consumer Courts: District Commission (up to ₹ 1 crore), State Commission (₹ 1–10 crore), and National Commission (above ₹ 10 crore). Consumer Courts thus empower consumers and hold companies accountable for their commitments.

Questions

1. **Why did Mr. Bajaj file a case in the Consumer Court?**
   (a) Due to delay in car delivery
   (b) Due to poor mileage of the car
   (c) Due to denial of after-sale services and withholding documents
   (d) Increase in car price
2. **What did the Consumer Court order the dealer to do?**
   (a) Replace the car entirely
   (b) Return the money only
   (c) Provide documents, promised services and compensation
   (d) Apologize publicly
3. **Which Act protects consumers in such cases in India ?**
   (a) Right to Information Act, 2005 (b) Consumer Protection Act, 2019
   (c) Motor Vehicles Act, 2019 (d) Contract Act, 2019
4. **Cases involving claims above ₹ 10 crore can be filed in:**
   (a) District Commission (b) State Commission
   (c) National Commission (d) High Court

5. **The main role of a Consumer Court is to:**
   (a) Promote sales of business entities
   (b) Settle disputes between companies
   (c) Protect consumer rights against unfair trade practices by business entities
   (d) All these
6. **Which type of a trade practice was the dealer guilty of?**
   (a) Restrictive trade practice (b) Unfair trade practice
   (c) Monopolistic trade practice (d) Co-operative trade practice

(ii) Read the following paragraph and then answer the questions given below the paragraph. (1×6=6 marks)

Sunrise Appliances Ltd. decided to increase the production and sale of refrigerators in the coming year. The management first studied the market, customer needs and the products offered by other companies. After studying these factors, the management decided to increase sales by 20% and producing more refrigerators during the year. It also analysed expected demand, availability of raw materials, prices of materials and market conditions. These factors were considered while preparing the plan.

The management then evaluated various alternative courses of action by comparing their costs and expected benefits. After this, it selected the appropriate course of action of increasing production in the existing factory. It then formulated supportive plans for production, finance, purchase and marketing. The plan was implemented by giving duties to different departments, suitable employees and providing the required resources. The management regularly monitored the progress of the plan and made necessary changes whenever required to achieve the planned objectives.

Questions

1. **The above case study is mainly related to which function of management?**
   (a) Organising (b) Controlling
   (c) Planning (d) Directing
2. **Studying the market and customer needs to find possibilities for growth is :**
   (a) Determination of objectives (b) Identifying opportunities
   (c) Implementation of plan (d) Regular monitoring
3. **Increasing sales by 20% represents:**
   (a) Determination of objectives (b) Planning premises
   (c) Supportive plan (d) Evaluation of alternatives
4. **Expected demand, availability of raw materials and market conditions are examples of:**
   (a) Objectives (b) Alternative courses of action
   (c) Supportive plans (d) Planning premises
5. **Giving duties to different persons in accordance of their abilities is done under :**
   (a) Planning (b) Recruitment
   (c) Staffing (d) Training

6. **Which of the following is the most appropriate conclusion that can be drawn from the above case study?**
   (a) Management involves only setting objectives
   (b) Planning involves deciding in advance and selecting the best course of action
   (c) Planning is required only when an organisation faces losses
   (d) Planning ends as soon as a course of action is selected

SECTION—E

Q. 5. All questions are compulsory. There is internal choice in each question and each question carries 6 marks. Answer each question in about 120-150 words. (2×6=12 marks)

(i) Modern Industries Ltd. is a fast growing company. It is working to achieve its organisational goals, while also ensuring the satisfaction and development of its employees. At the same time, it pays attention to the needs of customers and society. The management believes that the success of the organisation depends not only on earning profits, but also on fulfilling its responsibilities towards employees and society.
On the basis of the given situation, write any six main objectives of management.

Or

A young entrepreneur, after completing a degree in Business Administration from a reputed university abroad, plans to start a new business venture in India. He wants to build an efficient organisation with clearly defined jobs, proper allocation of work and effective co-ordination among employees. By doing so, he wishes to contribute to India's vision of Viksit Bharat @2047 by creating employment opportunities and providing useful products and services.
If you were advising the entrepreneur, describe the process of organising that he should follow for establishing an efficient and successful organisation.

(ii) Millennium Industries Ltd. wants to set up a new manufacturing unit in India. The project requires a large amount of finance and the management has to decide how the required funds should be raised. The company wants to maintain a suitable balance between borrowed funds and owners' funds so that the business may operate efficiently, earn satisfactory returns and avoid unnecessary financial risk.
In view of the above situation given above, describe important determinants of capital structure which the company should keep in mind.

Or

Bright Future Industries, a mobile phone manufacturing company, is planning to launch a new mobile phone in the Indian market. The company wants to fix a suitable price for the product so that it can earn a reasonable profit, avoid losses and attract a sufficient number of customers. The management knows that fixing the right price is important for the successful sale of the new mobile phone and for achieving the company's business objectives.
In view of the above situation, what factors should Bright Future Industries consider while determining the price of its new mobile phone? Explain.