



*Sample Paper
&
Question Paper Pattern*

2022
2023

GOA BOARD

Model Question Paper

Second Term Exam

Sub: Business Studies

Max. Marks:40

Std.:XII Duration: 90 Minutes

INSTRUCTIONS:

1. Answer all questions.
 2. Question numbers 1 to 4 are very short answer type, which include two MCQs and two questions of one word(s) or phrase for 1mark each.
 3. Question numbers 5 to 8 are to be answered for 2 marks each.
 4. Question numbers 9 to 12 are to be answered for 3 marks each.
 5. Question numbers 13 to 16 are to be answered for 4 marks each.
 6. Internal choice is allotted in question number 12 and 15.
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Q. 1. The lowest level need in the Need Hierarchy theory of Abraham Maslow is ____.

- A. Esteem Needs
- B. Self-actualisation Needs
- C. Physiological Needs
- D. Safety Needs

Q. 2. Name a decision to acquire a new and modern plant to upgrade an old one.

Q. 3. 'A salesman should be well dressed, healthy and energetic'. Which of the following quality of a good salesman is highlighted in the above statement?

- A. Social Quality
- B. Mental Quality
- C. Physical Quality
- D. Good Character

Q. 4. Mr Mehta purchased advanced Car worth Rs.50/- lakhs. After 30 days of purchase he found that the engine of Car is defective. Identify the exact Redressal Agency where he can file a complaint as per the Consumer Protection Act.

Q. 5. Mention the four qualities that a person should possess to become a successful leader.

Q. 6. Explain 'Treasury Bill' as an instrument of money market used for short term financing.

Q. 7. Distinguish between selling & Marketing with reference to;

1. Start and end of activities
2. Difference in the Emphasis

Q. 8. Mention the four functions performed by labelling function of marketing.

Q. 9. "The Controlling function of management is regarded as the key to organisational success". Explain the statement by giving three reasons.

Q. 10. State the six functions of Stock Exchange.

Q. 11. Explain the following Sales Promotion Activities used by the business organisation to enhance the sales;

- a) Rebate
- b) Discount
- c) Product Combination

Q. 12. Shree Shiva has filed a complaint regarding a defective LCD television which he has recently purchased. As a legal advisor, list out six remedies that he can avail of under the Consumer Protection Act.

OR

- Q. 12. Shree Ganesh intends to purchase Laptop. List out six responsibilities he should keep in mind while purchasing the Laptop.
- Q. 13. Explain the four non-financial incentives used by a Manager to motivate the employee for better performance.
- Q. 14. Explain four factors affecting the requirement of Working Capital of business organisation.
- Q. 15. Explain the importance of advertising as an element of promotion mix. (Any four points)
- OR**
- Q. 15. Explain the importance of packaging function of marketing. (Any four points)
- Q. 16. Explain four rights of consumers as per the Consumer Protection Act.

\THE END/

Model Paper answer key

Business Studies

XII- Standard

- Q. 1. C- Physiological Needs – 1 Mark
- Q. 2. Investment Decision – 1 Mark
- Q. 3. C- Physical Quality – 1 Mark
- Q. 4. State Commission – 1 Mark
- Q. 5. Following are the Qualities of a Good Leader; (2Marks)
1. Physical features
 2. Knowledge
 3. Integrity
 4. Initiative
 5. Communication skills
 6. Motivation skills
 7. Self-confidence
 8. Decisiveness
 9. Social Skills.

(Consider any four points for ½ mark each)

Q. 6. Treasury bill: Instrument of short term borrowing by the Government of India maturing in less than one year- Also called as Zero Coupon Bonds issued by the Reserve Bank of India on behalf of the Central Government to meet its short term requirement of funds- Issued at a par which is lower than their face value & repaid at par- Available for a minimum amount of rs.25, 000/- & in multiples thereof. (Consider explanation for 2 marks)

Q. 7. Distinguish between Selling & Marketing; (2 marks)

Points	Selling	Marketing
1.Start & end of activities	Start after the product has been developed.	Start much before the product is produced & continue even after the product has been sold.
2.Difference in the emphasis	The emphasis on bending the customer according to the product.	The attempt is to develop the product & other strategies as per the customer needs.

(1 mark per point)

Q. 8. Following are the functions of Labelling; (2 marks)

1. Describe the product & specify its contents
2. Identification of the product or brand
3. Grading of products
4. Help in promotion of products
5. Providing information required by law

(Consider any four points for ½ mark each)

Q. 9. Following are the reasons why Controlling function of management is considered as the key to organisational success; (3 marks)

1. Help in achieving organisational goals
2. Judging accuracy of standards
3. Making efficient use of resources
4. Improve employee motivation
5. Ensure order & discipline
6. Means to co-ordination
7. Minimise errors
8. Improves performance of the employee

(Consider any three points with explanation for 1 mark each)

Q. 10. Following are the functions of Stock Exchange; (3 marks)

1. Providing liquidity & marketability to existing securities
2. Pricing of securities
3. Safety of transaction
4. Contributes to economic growth
5. Spreading of equity cult
6. Providing scope for speculation
7. Promotes the habits of savings & investment
8. Better allocation of capital
9. Economic barometer

(Consider any six points for ½ mark each)

Q. 11. Sales promotion techniques used by business organisation to enhance the sales; (3 Marks)

- a) Rebate: Selling product at a special price which is less than the original price for a limited period of time- offer is given to clear off the stock or excessive inventory.
For E.g., A car manufacturer's offer to sell a particular brand of car at rs.4,90,000/- only for a limited period.
- b) Discount: Reduction of certain percentage of price from list price for a limited period of time- Induce the customers to buy & to buy more- End of season big companies offer their products at discounted price to clear off the stock.
For e.g., A shoe company's offer of discount up to 40% on any shoe product.
- c) Product combination: Offering another product as gift along with the purchase of a product.
For e. g., Offering of a pack of ½ kg sugar on the purchase of a 10 kg. bag of Aatta (white flour).

(Consider explanation of points for 1 mark each)

Q. 12. The remedies/reliefs available to Shree Shiva under the Consumer Protection Act are; (3 marks)

1. To remove the defect in goods or deficiency in services.
 2. To replace the defective product with a new one.
 3. To refund the price paid for the product.
 4. To pay punitive damages in appropriate circumstances.
 5. To cease manufacture of hazardous goods & to desist from offering hazardous services..
 6. To pay any amount (Not less than 5% of the value of defective goods) to be credited to consumer welfare fund.
 7. To pay adequate cost to grieved party.
 8. To pay adequate cost to appropriate authority.
- (Consider any six points for ½ mark each)

OR

Q. 12. Shree Ganesh should keep in mind the following responsibilities while purchasing Laptop; (3 marks)

1. Be aware about various companies' laptops & services available in the market so that an intelligent & wide choice can be made.
 2. Buy only standardised goods as they provide quality assurance.
 3. Learn about the risks associated with products & services, follow manufacturer's instructions & use the products safely.
 4. Assert yourself to ensure that you get a fair deal.
 5. Be honest in your dealings.
 6. Ask for a cash memo on purchase of Laptop as a proof of the purchase made.
 7. File a complaint in an appropriate consumer forum in case of a shortcoming in the quality of goods of laptop purchased.
 8. Ask for a warranty Card on the purchase of Laptop.
- (Consider any six points for ½ mark each)

Q. 13. Following are the Non-financial Incentives used by a Manager to motivate the employees for better performance; (4 marks)

1. Status
 2. Organisational climate
 3. Career advancement opportunity
 4. Job enrichment
 5. Employee recognition programmes
 6. Job security
 7. Employee participation
 8. Employee empowerment
- (Consider any four points with explanation for 1 mark each)

Q. 14. Factors affecting the working capital requirements of business organisation are; (4 marks)

1. Nature of business
2. Scale of operations
3. Business cycle
4. Seasonal factors
5. Production cycle
6. Credit allowed
7. Credit availed
8. Operating efficiency
9. Availability of raw material
10. Growth prospects
11. Level of competition

12. Inflation

(Consider any four points with explanation for 1 mark each)

Q. 15. Following are the points of importance of Advertising; (4 marks)

1. Mass reach
2. Enhancing customer satisfaction & confidence
3. Expressiveness
4. Economy
5. Choice
6. Legitimacy

(Consider any four points with explanation for 1 mark each)

OR

Q. 15. Following are the points of importance of Packaging; (4 marks)

1. Rising standards of health & sanitation
2. Self-service outlets
3. Innovation opportunity
4. Product differentiation

(Consider all four points with explanation for 1 mark each)

Q. 16. Following are the Rights of Consumers as per the Consumer Protection Act; (4 marks)

1. Right to Safety
2. Right to be Informed
3. Right to Choose
4. Right to be Heard
5. Right to seek Redressal
6. Right to Consumer Education

(Consider any four points with explanation for 1 mark each)

|| THE END ||

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Second Term Exam 2021-22

Model Question Paper

Subject: Business Studies

Standard: XII

Marks: 40

UNITS	KNOWLEDGE				UNDERSTANDING				APPLICATION				TOTAL MARKS
	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	
7- Directing	1(1)	1(2)	-	-	-	-	-	1(4)	-	-	-	-	07
8- Controlling	-	-	-	-	-	-	-	-	-	-	1(3)	-	03
9- Financial Mgt.	1(1)	-	-	-	-	-	-	1(4)	-	-	-	-	05
10-Financial Markets	-	-	1(3)	-	-	1(2)	-	-	-	-	-	-	05
11- Marketing	-	2(2)	-	-	-	-	1(3)	1(4)*	1(1)	-	-	-	12

Mgt.													
12- Consumer Protection	-	-	-	-	-	-	-	1(4)	1(1)	-	1(3)*	-	08
Total Marks	02	06	03	-	-	02	03	16	02	-	06	-	40
	11 (27.5%)				21 (52.5%)				08 (20%)				40

- Inside brackets indicate '**Marks**'
- Outside brackets indicate '**Questions**'
- Optional questions indicate '**Star ***'