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FOR GOA CLASS 12 PREPARATION

Goa Board Class 12 Sample Paper 2027 Business Studies

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

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION
ALTOBETIM , GOA

REVISED RATIONALISED SYLLABUS -2026-27
SUBJECT:-BUSINESS STUDIES **CLASS:XIITH**

PART A: PRINCIPLES AND FUNCTIONS OF MANAGEMENT:

UNIT 1. NATURE AND SIGNIFICANCE OF MANAGEMENT.

(a) Management—Meaning, Definition, Features and Effectiveness vs. Efficiency.

(b) Objectives -Organisational-Survival, Profit and Growth, Social objectives and Personal objectives (c) Importance /Significance of Management.

(d) Nature of management - Art, Science and Profession—Meaning and features.

(e) Levels of Management - Concept and functions.

(f) Management Functions-Planning, Organising, staffing, Directing and Controlling. (Meaning) (d) Coordination- Meaning and Features/Characteristics.

UNIT 2. PRINCIPLES OF MANAGEMENT.

(a) Principles of Management- Meaning, Nature of principles of management.

(b) Significance/Importance of principles of management.

(c) Taylor's Scientific Management—Meaning and Principles of Scientific Management. Techniques of Scientific management- Functional Foremanship, Standardisation of work, Simplification of work, techniques of scientific work study (Fatigue, Method, Time and Motion study), Differential Piece Wage System. (d) Henri Fayol's principles of General Management.

UNIT 3. BUSINESS ENVIRONMENT.

(a) Business Environment—Meaning and Definition

(b) Significance/ Importance of Business Environment.

(c) Dimensions of Business Environment-Economic, Social, Technological, Political and Legal. (d) Demonitisation-Meaning and features.

UNIT 4. PLANNING.

(a) Planning- Meaning, Definition and Features.

(b) Importance/Significance of Planning.

(c) Limitations of Planning.

(d) Planning process- Steps.

(e) Types of Plans: -Single use Plan,Standing Plan, Objective, strategy, Policy, Procedure, Method, Rule, Budget and Programme.

UNIT 5. ORGANISING.

(a) Organising—Meaning, Definitions and Importance of Organising.

(b) Steps in the process of Organising.

(c) Organisational Structure-Meaning:

Types of Organisational Structure: Functional and Divisional Structure-Meaning and Merits. Formal and Informal Organisation-Meaning.

(d) Delegation of Authority—Meaning and Elements(Authority, Responsibility and Accountability) and importance of delegation. (e) Decentralisation of Authority—Meaning and Importance.

UNIT 6. STAFFING.

(a) Staffing-Meaning, and Definition (b) Importance of staffing.

(c) Staffing as a part of Human resource Management—Duties and Functions.

(d) Staffing Process-Steps in the process of Staffing (Steps as per NCERT book).

(e) Aspect/ Components of staffing:

I. Recruitment-Meaning, Internal sources and external sources of recruitment.

II. Selection-Meaning and Selection process.

III. Training and Development- Meaning, Types of training Apprenticeship, Vestibule and internship training and Importance /benefits of training to the organisation and to the employees.

UNIT 7. DIRECTING.

(a) Directing- Meaning and Importance of Directing.

(b) Elements of Directing:

I. Motivation- Meaning, Maslow's Need Hierarchy Theory of Motivation, Types of Financial and non-financial incentives.

II. Leadership- Meaning and Styles of leadership-Autocratic leadership, Democratic Leadership and Laissez faire leadership.

III. Communication- Meaning, Meaning of Formal and Informal communication, Barriers in the process of communication and Improving communication effectiveness /How to overcome barriers of communication.

UNIT 8. CONTROLLING.

(a) Controlling-Meaning, definition and Features.

(b) Importance of controlling. (d) Steps in the process of Controlling.

PART—B : BUSINESS FINANCE AND MARKETING

UNIT 9. FINANCIAL MANAGEMENT/BUSINESS FINANCE.

(a) Financial Management—Meaning.

(b) Objectives of Financial management.

(c) Financial decisions- Investment, Financing and Dividend decisions -Meaning.

(d) Financial Planning- Meaning and importance of Financial Planning.

(e) Financial Structure- Meaning and factors determining the capital structure.

(f) Fixed capital- Meaning and factors determining requirement of fixed capital. (g) Working capital- Meaning and factors determining requirement of working capital.

UNIT 10. MARKETING .

(a)Meaning of Marketing

(b)Marketing Management- Meaning, Definition and Functions.

(a) Marketing Management Philosophies.

(b) Marketing Mix-Product, Price, Place (Physical distribution) and Promotion.

(c) Elements of Marketing Mix:

I. Product -Meaning

- Branding-Meaning and characteristics of good brand.
- Packaging- Meaning and Importance packaging.
- labelling-Meaning and Functions of the labelling.

II. Price-meaning and factors determining the price.

III Place / Physical Distribution-Meaning, Components of physical distribution.

IV. Promotion -Meaning. And elements

- Advertising-Meaning, Merits and Objections/Criticism to advertising.
- Personal Selling-Meaning and Features.
- Sales promotion Techniques-Meaning and sales promotion techniques used for sales promotion.
- Public relationship -Meaning and Role of Public Relation

UNIT 11. CONSUMER PROTECTION.

(a) Consumer Protection-Concept and Importance of consumer protection from consumer point of view and business point of view.

(b) Meaning of Consumer and Consumer Protection Act 2019 (c) Rights and Responsibilities/Duties of consumers.

(d) Who can file a complaint and against whom?

(e) Redressal agencies under Consumer Protection Act.

(f) Reliefs/Remedies available to a consumer. (g) Consumer Awareness-Role of a consumer Organisation.

Recommended Text Book-

1) Goa Board XII Business Studies (NCERT)

2) Business Studies (NCERT) Rationalised syllabus-Part I&II

Reference Books :

(1) Business Studies By Poonam Gandhi.

(2) Business Studies Modern's abc By Rajesh Kumar Mahajan.

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION ALTO-BETIM , GOA

Weightage to content 2026-27

A. MID TERM EXAMINATION (20 MARKS)

1. Weightage to learning outcomes Mid Term Exam -20 Marks

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	05	25%
02	Understanding	10	50%
03	Application	05	25%

2. Weightage to content - MID TERM EXAMINATION 20 Marks.

Unit I to Unit IV

Sr. No	Unit	Topic	Marks	Unit Percentage
01	Unit-I	Nature and significance of management.	06	30%
02	Unit-II	Principle of management	05	25%
03	Unit-III	Business Environment	05	25%
04	Unit-IV	Planning	04	20%

3. Weightage to forms of Questions (MID TERM EXAMINATION)20 Marks.

Sr. No	Forms of Questions	Marks for each question	No of Questions	Total Marks
01	Objective Type Questions	01	02	02
02	Short Answer Type 1	02	02	04
03	Short Answer Type 2	03	02	06
04	Long Answer Type	04	02	08
Total			08	20

4. The expected time for different type of questions would be as follows:

Sr. No	Forma of Questions	Approx. Time for each Question in Minutes(1)	Number of Question	Approx. time for each form of Questions in Mins.(T x N)
01	Objective Type Questions	03	02	06
02	Short Answer Type 1	06	02	12
03	Short Answer Type 2	09	02	18
04	Long Answer Type	12	02	24
Total			08	60 Minutes

5. Weightage to Type of Questions (MID TERM EXAMINATION) 20 Marks.

Sr. No	Types of Questions	No of Questions	Marks	Weightage (%)	Time Allotted (Minutes)

01	Objective Type Questions	02	02	10	06
02	Short Answer Type 1	02	04	20	12
03	Short Answer Type 2	02	06	30	18
04	Long Answer Type	02	08	40	24
Total		08	20	100%	60Minutes

6. Weightage to difficulty level questions (MID TERM EXAMINATION) 20 Marks

Sr. No	Estimated difficulty level of Questions	Percentage
01	Easy	30%
02	Average	60%
03	Difficult	10%

7. Scheme of options:

There is an internal choice in Question No:- 08.

Blue Print of Model

Question Paper

MID TERM

EXAMINATION 2026-27

Sub: Business Studies Std: XII Maximum Marks: 20

UNITS	KNOWLED iE				UNDERSTA IDING				APPLICATION				TOTAL MARKS
	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	
1-Nature and Significance of management								8(4)	1(1) 2(1)				06
2-Principles of management			5(3)*			3(2)							05
3-Business environment		4(2)									6(3)		05
4-Planning								7(4)					04
Total Marks		02	03			02		08	02		03		20
	05 (25%)				10 (50%)				05 (25%)				20

- Inside Backet indicates **'Marks'**
- Outside Bracket indicates **'Questions'**
- Optional questions indicated 'Star *'

A. 1ST TERM EXAMINATION (80 MARKS)

1. Weightage to learning outcomes -1ST TERM EXAMINATION (80 MARKS)

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	20	25%
02	Understanding	40	50%
03	Application	20	25%

2. Weightage to content – FIRST TERMINAL EXAMINATION (80 MARKS) Unit I to Unit VIII

Sr. No	Unit	Topic	Marks	Unit Percentage
1.	I.	Nature and significance of management.	12	15%
2.	II.	Principle of management	10	12.5%
3.	III.	Business Environment	10	12.5%
4.	IV.	Planning	08	10%
5.	V.	Organising	10	12.5%
6.	VI.	Staffing	10	12.5%
7.	VII.	Directing	14	17.5%
8.	VIII.	Controlling	06	7.5%

NOTE:

I) PATTERN OF 1ST TERMINAL EXAMINATION WILL BE SAME AS THAT OF FINAL BOARD EXAMINATION .

II) SUBJECT TEACHER IS FREE TO CHOOSE COMBINATION OF ANY CHAPTERS OTHER THAN THE CHAPTERS MENTIONED ABOVE FOR MID TERMEXAMINATION AND FIRST TERM EXAMINATION.

A. DESIGN OF THE QUESTION PAPER OF BOARD EXAMINATION (80 MARKS)

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION ALTO-BETIM , GOA

Final Examination 2026-27

Class : XII **Subject Business Studies** **Time: 3 Hrs.** **Max.Marks:80**

1. Weightage to learning Outcomes.

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	20	25%
02	Understanding	40	50%
03	Application	20	25%

1. Weightage to content (final Board Examination)
80 Marks. Unit I to Unit XII

Sr. No	Unit	Topic	Marks	Unit Percentage
01	Unit-I	Nature and of significance management.	08	10%
02	Unit-II	Principle of management	07	8.75%
03	Unit-III	Business Environment	06	7.5%
04	Unit-IV	Planning	05	6.25%
05	Unit-V	Organising	08	10%
06	Unit-VI	Staffing	08	10%
07	Unit-VII	Directing	08	10%
08	Unit-VIII	Controlling	05	6.25%
09	Unit-IX	Financial Management	06	7.5%
11	Unit-XI	Marketing	13	16.25%
12	Unit-XII	Consumer Protection	06	7.5%
Total			80	100%

3. Weightage to forms of Questions 80 Marks.

Sr. No	Forms of Questions	Marks for each question	No of Questions	Total Marks
01	Objective Type Questions	01	20	20
02	Short Answer Type 1	02	06	12
03	Short Answer Type 2	03	08	24

04	Long Answer Type	04	06	24
Total			40	80

4. The expected time for different type of questions would be as follows:

Sr. No	Forms of Questions	Approximate time for each question	No of Questions	Total time
01	Objective Type Questions	1.5	20	30
02	Short Answer Type 1	04	06	24
03	Short Answer Type 2	06	08	48
04	Long Answer Type	13	06	78
Total			40	180

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION

ALTO- BETIM , GOA

BLUE PRINT

SUB:- BUSINESS STUDIES -XII **Subject Code:-H-4655**

Total No of questions: - 40 **Duration: - 3 Hrs** **Maximum Marks: 80**

UNITS	KNOWLEDGE				UNDERSTANDING				APPLICATION				TOTAL MARK
	VSA	SA1	SA2	LA	VSA	SA1	SA2	**LA**	VSA	SA1	SA2	LA	
1-Nature and Significance of management	1(1)						27(3)*	35(4)					08
2-Principles of management					2(1)		28(3)				29(3)		07
3-Business environment	4(1)							36(4)	3(1)				06
4-Planning	5(1)							37(4)					05
5-organising	6&7(1)	21(2)			8(1)		30(3)						08
6 staffing	9(1)				10(1)	22(2)						38(4)	08
7-Directing	11(1)							39(4)*			31(3)		08

8-controlling		23(2)			12(1)	24(2)							05
9-financial management	13(1)				14(1)		32(3)*		15 (1)				06
10-Marketing	16&17(1)		33 (3)		18 (1)	25(2)			19 (1)			40 (4)	13
11-consumer Protection	20(1)		34 (3)*							26 (2)			06

Total Marks	11	04	06		06	06	12	16	03	02	06	08	80
	21				40				19				80

Figures outside bracket – Question nos. on question paper
Figures inside bracket – marks allotted to respective question
***Denotes choice for that question**

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION
ALTO-BETIM, GOA

Final Examination 2026-27
MODEL QUESTION PAPER

Subject: - Business Studies Total Std: XII (HSSCE) SubjectCode:H-4655 No Questions: - 40 Duration: - 3 hours Maximum Marks: - 80 Instructions:

1. **Answer all Questions.**
2. **Question paper contains 40 questions.**
3. **Questions No. 1 to20, which includes multiple choice and very short answer type question for 1 mark each.**
4. **Questions from 21to 26 are of 2 marks each and to be answered in 30 words.**
5. **Questions from 27to 34 are of 3 marks each and to be answered in 60 words.**
6. **Questions from 35to 40 are of 4 marks each and to be answered in 100 words.**
7. **There is no overall choice however, internal choice is provided in question Nos. 27,32,34 and 39.**

1 The level of management that determines the overall organisational objectives and strategies is _____. 1

- Middle Level
- Top Level
- Operational Level
- Supervisory level

2 'The principles of management are intended to be applied for all types and sizes of the organisations. Which feature is highlighted from the above statement? 1

- General guidelines
- Flexible
- Universally applicable
- Mainly behavioural

3 "People have developed a taste for better quality products even though they may have to pay more for it". Identify the business environment. 1

- Economic
- Technological
- Legal
- Social

4 The process of stripping a currency unit of its status to be used as a legal tender. 1

5 The type of plan in which the sequence to perform a job is determined is called as_____. 1

- Objective
- Rule
- Procedure
- Budget

6 State the organisational structure which has no written rules and fixed lines of communication. 1

7 The step of organising process which leads to creation of hierarchical structure and coordination among various departments is --. 1

- Identification and division of work
- Departmentation
- Assignment of duties
- Establishing reporting relationship

8 Decentralisation refers to _____. 1

- Retention of decision-making authority
- Dispersal of decision-making authority
- Creating divisions as profit centres
- Opening new centres or branches

9 Mention the selection test that is used to measure the individual potential for learning new skills. 1

10 Name the method of training where , a master trainer is appointed to guide the workers . 1

11 Mention the type of leadership style in which a leader works out the policies with the involvement and acceptance of his group. 1

12 State the function of management which ensures actual activities confirmed to planned activities . 1

13 Which type of investment decision relates to short-term and affects day to day operations of a company? 1

14 The preparation of a financial blue print of an organization's future operations. 1

15 Silvatech Ltd is a leading mobile company. It is planning to acquire Vera Ltd business worth Rs. 2,000 crore. Which financial decision is involved in it. 1

- Financing decision
- Dividend decision
- Investment decision
- Working capital decision

16 A product concept of marketing philosophies focuses on —---------- 1

- sustainable development
- maintaining high quality
- protecting the environment
- increasing production

17 Which of the following is an objection to advertising? 1

- Expressiveness
- Undermines social values
- Enhancing customer satisfaction
- Mass reach

18 The component of physical distribution that refers to the act of storing and assorting products in order to create time utility in them is _____. 1

- Warehousing
- Order processing
- Transportation
- Inventory control

19 Razia boutique decided to offer 15% less than MRP. Identify the sales promotion technique adopted by Rashmi boutique. 1

20 Name the consumer right which allows consumers to set up their own grievance cell. 1

21 State four advantages of functional structure. 2

22 Describe the following steps of staffing process 2
i)Promotion and career planning ii) compensation

23 State first four steps involved in the process of controlling. 2

24 "The Controlling function of management is regarded as a key function for organisational success". With reference to the above statement explain two importance of controlling. 2

25 Describe Role of Public Relation in two points. 2

26 Ajay is planning to buy a gold necklace to his beloved wife and Priyesh is planning to buy an electronic iron. Suggest which standard marks both should see on the respective products as the assurance of a good quality. 2

27 Describe three features of Co-ordination. 3

OR

"Management is called as a Profession." Describe.

28 Explain briefly the following general principles of management: 3
(a) Discipline (b)
Unity of Direction. (c)
Scalar chain.

29 In a manufacturing company as many as 100 labourers are working in the planning and production department. Eight specialists have been appointed to look after their work to issue command to them. 3
(a)Identify the technique of scientific management being followed in the above case.
(b)Name the authority who will be in charge of Planning and Production department.
(c)Which general principle of management is being ignored in the above case.

30 Describe the elements of delegation. 3

31 Ritika Ltd assured their employees that in spite of recession no employees will be retrenched from the job. 3
(a)Name and explain the type of incentive offered to the employees by Ritika Ltd. (b) Explain two more incentives of the same category.

32 Explain four factors which are affecting the choice of capital structure. 3

OR

Explain four factors which should be consider while determining requirement of the fixed capital.

33 State six characteristics of a good brand. 3

34 What are the different reliefs or remedies available to a consumer as per consumer protection act 2019? (Six points) 3

OR

What role perform by the consumer associations and NGOs for the protection and promotion of interest of consumer? (Six points)

35 Explain the importance of management. (Four Points) 4

36 Explain importance of business environment in four points. 4

37 No doubt planning is an important tool of management yet it is not a remedy for all types of problems. Explain its four limitations. 4

38 Screenmap Ltd. is a highly reputed company. The employees of this organisation are very happy and they discussed how they came in contact with this organisation. a) Aman said that he was introduced by the present Sales manager, Mr. John. b) Benu said that he had applied through the www.naukripao.com. 4

c) Vaibhav said that he was directly appointed from IIM Ahmedabad from where he was about to complete his MBA.
d) krisha said she was appointed through nationwide professional body involved in recruitment.

Identify and explain the external sources of recruitment mentioned in the above cases.

39 Describe in detail four Semantic barriers to communication. 4

OR

Describe in detail Maslow's need hierarchy theory of motivation

40 "Neem laboratories introduced a new shampoo". As a marketing head you are being told to fix price. Suggest and explain four factors that should be consider while pricing. 4

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C.Project: 20 Marks.

List of Projects for Std. XII

1	The students are required to visit any one of the followings: a) A Departmental Store. b) An Industrial Unit c) A fast- food Outlet d) Any other organisation approved by the teacher Observe the Principles of Management advocated by Mr. H. fayol which are being followed and write a brief report of the same.
2	Changes witnessed over the last few years on mode of packaging and its economic impact. Students have to identify any one of the following changes: A. Changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates etc. Reason for above changes. B. Milk being supplied in glass bottles later in plastic bags and now in tetra pack and through vending machines. C. Reuse of packaging (Bottles, Jars and Tins) to attract customers for their products.
3	Visit to a factory or an Industrial unit to find out about the Sources of Recruitment to be followed to recruit employees at all levels. OR Visit to a factory or an Industrial Unit to find out the selection test adopted to select the employees.

4	Visit to a factory or an Industrial Unit to find out the various steps taken in controlling.
5	Marketing objectionable advertisements. Collect information related to five objectionable advertisements presented by any media and explain the objections.
6	Marketing useful advertisements. Collect five printed advertisements interpret their message.
7	Marketing physical distribution. Observe the marketing plan of any two companies and find the levels adopted by them for distribution of their product.
8	Marketing Sales promotion. Select any two famous firms/companies and find the sales promotion techniques generally adopted by them.

9	Find at least 10 companies of consumer explanation of different types (defective goods and deficient services). Also, mention the decision thereof.

10	Consumer protection – Role of N G O s. As a consumer, contact an NGO for a complaint for any defective goods or deficient service and report the assistance provided by them.
11	Marketing Management Project- The students can choose any of the products permissible by the teacher for Business Studies Project. Taking any one of the products into consideration, the students will have to gather information on the following parameters. • Profit margin in percentage to the manufacturer, wholesaler and retail Packaging of the product • Selling price to the consumer • Promotion or marketing of the product • Identify the USP • Type/category of product • Labelling • Tagline • Grading and standardization • Channels of distribution
12	Financial Market (Stock market) Through this topic, the students will be able to learn about the capital market and the sources of business finance along with a deep understanding of the concepts used in the stock exchange. The project will expect the students to work on the following parameters: • Create a brief report on the history of stock exchanges in India. • Prepare a hypothetical portfolio with a sum of INR 1,00,000 in any 5 top companies over a period of 20 working days. • Identify the reasons for fluctuations in prices, for example, change of seasons, strikes and accidents, political, environment, the spread of an epidemic, international events, etc. • Find the value of the investments and update the portfolio accordingly.
13	Consumer Protection Act 2019 Make a study of at least 5 cases of consumer disputes redressal cases in Goa. Student is required to site the following points in each of these cases. • Name of the complainant and address • Against whom the complaint was filed • Which consumer redressal agency was used to file the complaint? • Name the product for which complaint was filed. • Reason for filing the complaint? • Compensation claimed? • Settlement for or against and how?

	• What was the procedure used to file a complaint? • How many days it took to solve? • What is the requirement to file a complaint? **Note:-** **[1] Teachers are free to choose any one topic from the above list of projects and assignment.** **[2] Teachers may also give any other topic related to the syllabus.** **[3] Follow Minimum common guidelines for assignment of the Goa Board.** **********