

Total number of printed pages: 2

NB/XII/BUS/I

2021

**BUSINESS STUDIES (NEW COURSE)**

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 esprit de corps?  | 1 |
| 2. Define business environment.                                      | 1 |
| 3. What is planning?   | 1 |
| 4. Why is planning a mental exercise?                                | 1 |
| 5. What is price?  | 1 |
| 6. Define marketing management.                                      | 1 |
| 7. What is meant by consumer protection?                             | 1 |
| 8. In which year was the Consumer Protection Act passed?             | 1 |
| 9. Compare the functions of speed boss and gang boss.                | 2 |
| 10. Mention any four dimensions of business environment.             | 2 |
| 11. State any four importance of planning.                           | 2 |
| 12. Write any four importance of controlling.                        | 2 |
| 13. Differentiate between primary packaging and secondary packaging. | 2 |
| 14. a. Explain any four significance of principles of management.    |   |
| <b>Or</b>  | 4 |
| b. Explain any four Fayol's principles of management.                |   |

15. State any four elements of legal environment. 4
16. Explain any four external limitations of planning. 4
17. a. Differentiate any four points between functional structure and divisional structure. 4  
Or  
b. Differentiate any four points between centralization and decentralisation.
18. a. Explain the process of organizing. 4  
Or  
b. Explain any four importance of delegation.
19. Explain any four ways of measuring actual performance. 4
20. a. Explain any four qualities of a good salesman. 4  
Or  
b. Explain any four characteristics of a good brand name.
21. Explain any four rights of a consumer. 4
22. a. Write the concept of management. Explain any six features of management. 2+6= 8  
Or  
b. Write the concept of coordination. Explain the characteristics of coordination.
23. a. Explain the steps involved in staffing process. 8  
Or  
b. Explain the steps involved in selection process.
24. a. Explain four characteristics of directing and four importance of directing. 4+4= 8  
Or  
b. Explain four features of motivation and four needs according to Maslow hierarchy theory of motivation.
25. a. Explain any eight factors affecting financial decision. 8  
Or  
b. Discuss the factors affecting the working capital requirements.
26. a. Define money market and capital market. Distinguish between money market and capital market. 1+1+6=8  
Or  
b. Define primary market and secondary market. Distinguish between primary market and secondary market.

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