

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.*

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. 4
- Or**
- 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.
