

Session-2023-24
Model Question Paper
Class-12
Subject- Business Studies

Time: Three hours 15 minutes.
points

M.M.-100

Note: The first 15 minutes are allotted for the candidates to read the question paper.

Instructions:

- (i) All questions are compulsory.**
- (ii) Question number 1 to 10 are multiple choice. Question numbers 11 to 20 are very short answer type, answers to which are to be written in approximately 30 words each. Question numbers 21 to 26 are short answer type, each answer has to be written in 100 words. Question numbers 27 to 30 are long answer type, each answer has to be written in approximately 250 words.**
- (iii) Numerical questions have to be solved.**
- (iv) The marks prescribed for each question are mentioned against it.**

(Multiple choice questions)

Choose the correct answer and write it in your answer sheet:

1. Management is-

- (i) Art (ii) Science (iii) Both art and science (iv) None of these.

2. Major parts of the new economic policy is/are-

- (i) Liberalization (ii) Globalization (iii) Privatization (iv) All of the above

3. A good plan is-

- (i) expensive (ii) time consuming (iii) flexible (iv) narrow

4. The phase of planning management is-

- (i) first (ii) medium (iii) final (iv) optional

5. How many formats of organization structure are there?

- (i) 2 (ii) 4 (iii) 3 (iv) None of these

6. Employees are selected by-

- (i) lower ranking officers (ii) Middle grade officers
(iii) High ranking officers (iv) All of these

7. The objective of development is-

- (i) Increase in ability (ii) Best performance
(iii) Opportunity for promotion (iv) All of these

8. The function of control management is-

- (i) first (ii) last (iii) Third (iv) Second.

9. Marketing expense is burden -

- (i) on industry (ii) On businessmen (iii) on consumers (iv) On all of the above

10. The factors affecting product mix are-

- (i) Marketing (ii) Product (iii) Financial (iv) All of these

(Very short answer questions)

11. Write the definition of management.
12. Write the meaning of profession.
13. What is the meaning of economic policy?
14. Write the meaning of globalization.
15. Write the definition of organization.
16. Explain the meaning of functional organization.
17. What is business finance?
18. Write the definition of marketing management.
19. What is commodity mix?
20. Who is a consumer?

(Short answer questions)

21. Briefly explain Taylor's theory of scientific management.
22. Briefly explain the impact of economic environment on business.
23. Write the limitations of planning.
24. Write the benefits of training to the organization.
25. Write the difference between formal and informal organization.
26. Describe the relationship between planning and controlling.

(Long answer question)

27. Write the meaning of direction. Explain the nature of the directing function of management. 4+6
- Or
- Write the definition of motivation. Elucidate its importance. 4+6
28. What elements should be kept in mind while making a financial plan? 10
- Or
- Write the definition of permanent capital. Mention the factors affecting the requirement of permanent capital 4+6
29. Write the definition of advertisement and its benefits. 3+7
- Or
- What is called packaging? Write the functions of packaging. 3+7
30. Explain the redressal mechanisms available to consumers under the Consumer Protection Act 2019. 10
- Or
- Explain the rights and responsibilities of the consumer. 5+5