

**INDIAN SCHOOL SOHAR**

Class: XII

FIRST TERM

Max Marks: 80

Date: 18.09.2014

**BUSINESS STUDIES**

Time: 3 hours

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**Instructions**

1. Answers to questions carrying 1 mark may be from one word to one sentence
  2. Answers to questions carrying 3 marks may be from 50 to 75 words
  3. Answers to questions carrying 4 marks may be about 150 words
  4. Answers to questions carrying 6 marks may be about 200 words
  5. Attempt all parts of a question together.
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1. Name the force that binds all other functions of management. **1**
2. Which principle suggests that there should only one boss for every individual employee? **1**
3. What is fatigue study? **1**
4. Higher level of competition may increase the working capital requirements. Do you agree?  
give reason **1**
5. It is a short term negotiable, self liquidating instrument which is used to finance the credit sales of firms, which instrument is referred here. **1**
6. Anjana wants buy a gold ring. As an aware of consumer how can she be sure about the quality of gold ring she is going to buy? **1**
7. Tata Motors sells its cars and vans through company approved retailers. Which type of indirect channel of distribution is it? **1**
8. The understanding of business environment helps the managers to identify 'threats'. What is meant by threats here? **1**
9. Define management and its objectives **3**
10. State any 3 points of importance of consumer protection from the point of view of business. **3**
11. Give three instances of impact of changes in political environment on companies in India. **3**
12. Explain briefly the steps involved in the process of financial planning. **3**
13. What is the social concept of marketing? **3**
14. Hina and Harsh are computer operators in a company having same educational qualifications. Hina is getting Rs.7000 per month and Harsh Rs.9000 per month as salary for the same working hours. Which principle of management is violated in this case? Name and explain the principle. **4**
15. Nature of capital market can be well explained with the help of its features. State any four features of capital market. **4**
16. Kayco Ltd is manufacturing detergents. They decide to launch a new range of herbal products. As they are in a hurry, they have tested products on animals only.  
The necessary information is missing on the package. The management also plants to launch a new factory in a tribal area where the required products are easily available and labour-men, women and children are available for work at low wages in the absence of development opportunities and schools.
  - (a) Which values do you find disturbing in the above Para?
  - (b) Will the decision to install a new unit in a trial area help society? High light the social values involved in his discretion. **4**

17. 'Management is a series of continuous interrelated functions with no pre-determined sequence'. Explain.4

18. Explain any four economic changes initiated by the government of India since 1991.4

19. The directors of Pooja Ltd have decided to expand the business activities by increasing the stock of raw materials and finished goods at an estimated cost of Rs.50 lakhs. As finance manager of the company advise the directors about the methods open to the company to raise necessary finance for this purpose.4

20. Taylor's techniques of management are universally applicable. Do you agree? Give any five reasons in support of your answer.5

21. Explain any five features of co-ordination.5

22. Differentiate between marketing and selling on any five bases.5

23. Explain the following as factors affecting the requirements of fixed capital

- (a) Scale of operation
- b) Choice of technique
- c) Technology up gradation
- d) Financing alternatives
- e) diversification
- f) Growth prospects

(OR)

Explain the following factors affecting the dividend decision.6

- a) Stability of dividend
- b) Shareholders preference
- c) Access to capital market
- d) Legal constraints
- e) taxation policy
- f) contractual constraints

24. Explain the functions of stock exchange.

(OR)

Distinguish between money market and capital market on the bases of

- a) Participants
- b) instruments
- c) Safety
- d) liquidity
- e) Expected return
- f) duration

25. What are the merits and limitations of sales promotion?

(OR)

Describe briefly various functions to be performed in the process of marketing.

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