

**INDIAN SCHOOL SOHAR**  
**UNIT TEST**  
**BUSINESS STUDIES**

Date: 20.05.2014  
Class: XII-B

Max Marks: 50  
Time: 2 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 to 5 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. Lal filed a case against Coke Co in the district forum. But he was not satisfied with the orders of the district forum where he can appeal further against the decisions of district forum. 1
  2. Name the plan that shows the inflow and utilization of funds. 1
  3. Who is the controller of SEBI? 1
  4. "Scratch a card and win exciting prizes" which technique of sales promotion suggested this? 1
  5. Explain the factors affecting capital budgeting decision 3
  6. Explain the following money market instruments:  
a) Treasury bill b) Commercial paper 3
  7. Give the three levels of packaging 3
  8. Explain ways and means of consumer protection. 3
  9. What will be my responsibilities as a customer so that I should not be exploited by the shop keeper? State any four responsibilities. 4
  10. Explain any four methods of flotation of new issue in the primary market. 4
  11. Distinguish between personnel selling and advertisement (any four points) 4
  12. Identify the financial decision which determines the amount of profit earned to be distributed and to be retained in the business. Explain any four factors affecting this decision. 5
  
  13. What is working capital? Explain the following factors affecting the working capital requirement a) Nature of Business b) Production cycle c) Level of competition d) Inflation. 5
  
  14. What is meant by primary market? Differentiate between primary market and secondary market on any five points 6

**(OR)**

Why was SEBI set up? Explain any five regulatory functions of SEBI.

15. Choice of channels of distribution depends on various factors" Explain the factors which affect the choice of channels of distribution. 6

**(OR)**

What is meant by marketing mix? Explain the different elements of marketing mix.

\*\*\*ALL THE BEST\*\*\*