



INDIAN SCHOOL SOHAR
SECOND TERM EXAM
BUSINESS STUDIES

Total no of Pages:2

Date: 03.12.2014

Class: XII

Time: 3 Hours

Max Marks:80

General Instructions:

- i) Questions from serial number 1 to 8 are 1 mark questions. Answers of these questions may be from one word to one sentence
 - ii) Questions from serial number 9 10 13 are 3 marks questions. Answers of these questions may be from 50 to 75 words.
 - iii) Questions from serial number 14 to 19 are 4 marks questions and questions from serial number 20 to 22 are 5 marks questions. Answers of these questions may be about 150 words.
 - iv) Questions from serial number 23 to 25 are 6 marks questions. Answers of these questions may be about 200 words.
 - v) Attempt all parts of a question together.
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1. "Survival profit and growth are essential targets of any business" which objective management is referred here. **1**
2. Give the reason why principles of management do not provide readymade solution to all managerial problems. **1**
3. Which environment prohibits the advertisement of alcoholic beverages **1**
4. It refers to the process of defining and grouping the activities of the enterprise and establishing authority relationship among them which function of management is highlighted here. **1**
5. Define supervision **1**
6. What is the first step in the staffing process? **1**
7. State why the working capital needs for a service industry are different from that of a manufacturing industry. **1**
8. List two methods of floating new issues in the primary market. **1**
9. What is meant by political environment in business? **3**
10. "Controlling is a systematic process involving a series of steps". State the steps involved in the process. **3**
11. Investment decision can be long term or short term. Explain long term investment decision and state any two factors affecting this decision. **3**
12. List down any three functions of consumer organizations for protecting and promoting the interest of consumer. **3**
13. Explain the functions of labelling? **3**
14. Explain the following principles of management
 - a) Stability in tenure of employees
 - b) unity of direction
 - c) Order
 - d) Scalar chain**4**
15. "Planning is an important function of management" Give any four reasons in favour of the statement. **4**
16. "Delegation of authority is necessary in all types of organizations". Describe any four reasons in support of your answer. **4**
17. Aisha Ltd assured their employees that in spite of recession, no worker be retrenched from the job.
 - a) Name and explain the type of incentive offered to the employees
 - b) Explain three more incentives of the same category. **4**

18. Father of Raja is often been seen operating on his laptop for hours and dealing in buying and selling of shares. He spends ample time on studying share price listed in the stock exchange. Stock exchange is an institution which provides a platform for buying and selling of existing securities as a market, the stock exchange facilitates the exchange a security(share, debenture) into money and vice versa.

What values are visible while observing the functions of stock Exchange?4

19. Explain the following sales promotion activities with examples
a)Rebate b)Product combination c) Discount d) Quantity gift4

20. A steel manufacturing company has the following main job

i) Manufacturing ii)finance iii) marketing iv)personal v)R&D

Which type of organizational structure will you choose for this type of a company?

And why? State any four advantages of this organisational structure.5

21. “Filling vacancies from within the organizations has some advantages as well as Limitations”. Explain any three advantages and three limitations.5

22. Reena purchased one litre of Pure Desi Ghee from a shopkeeper. After using it she had a doubt that is adulterated. She sent it for a laboratory test which confirmed that the ghee is adulterated. State any five reliefs available to Reena if her complaints and the consumer court are satisfied about the genuineness of the complaint.5

23. “Success of an organization largely depends upon its management”. Explain any five reasons to justify the above statement

(OR)

Name the process by which a manager synchronises the activities of different departments and explain its five features.6

24. Explain motivation and Maslow’s need hierarchy Theory of motivation.

(OR)

Discuss the various semantic barriers of communication

6

25. Explain the following factors affecting the working capital requirements.

a) Business cycle b) availability of raw materials c) Level of competition
d)Operating efficiency e) Credit policy f) Sales level

(OR)

What are the various steps required to open a demate account?

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