

Total number of printed pages: 2

2016/XII/BUS

2016

BUSINESS STUDIES

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 meant by unity of direction? **1**
- 2. State any two dimensions of business environment. **1**
- 3. What is an informal organization? **1**
- 4. What is meant by responsibility? **1**
- 5. What is the main objective of controlling? **1**
- 6. What is personal selling? **1**
- 7. Define advertising. **1**
- 8. What is right to information under the Consumer Protection Act, 1986? **1**
- 9. Mention any two principles of scientific management. **2**
- 10. State the meaning of economic liberalization. **2**
- 11. How does organizing promote specialization? **2**
- 12. State any two advantages of management audit. **2**
- 13. Give any two reasons why protection of consumer is important. **2**
- 14. **a.** Explain four reasons why principles of management is needed in an organization. **4**

Or

- b.** Distinguish between the contributions of Tylor and Fayol on four bases. **4**

15. Explain any four direct benefits of understanding the environment. 4
16. a. Explain any four advantages of functional structure. 4
Or
 b. Explain any four importance of decentralization.
17. Explain the limitations of controlling. 4
18. Discuss any four essentials of a sound capital structure. 4
19. a. Explain any four factors influencing investment decision. 4
Or
 b. Explain the factors influencing the amount of fixed capital.
20. a. Explain any four objectives of marketing management. 4
Or
 b. Explain any four factors which influence price.
21. Explain any four responsibilities of a consumer. 4
22. a. Define management. Explain any six characteristics of management. 2+6=8
Or
 b. What is meant by co-ordination? Explain its main characteristics.
23. a. Discuss the features of planning. 8
Or
 b. Distinguish between policies and procedures on any eight points.
24. a. Explain four natures and four importance of staffing. 4+4=8
Or
 b. Explain four advantages and four disadvantages of internal recruitment.
25. a. Discuss any eight principles of directing. 8
Or
 b. Discuss any eight measures to overcome the barriers to effective communication.
26. a. Explain any eight importance of capital market. 8
Or
 b. Explain any eight functions of SEBI.
