

Total number of printed pages: 2

2018/XII/BUS

**2018**

**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.*

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|--|----------|
| 1. What is social order?   | 1        |
| 2. Give the meaning of business environment.                                     | 1        |
| 3. What is the end result of organizing function?                                | 1        |
| 4. What is accountability?   | 1        |
| 5. Why is it called “without planning, control is blind”?                        | 1        |
| 6. Write the meaning of marketing management.                                    | 1        |
| 7. What is promotion mix?  | 1        |
| 8. What is the basic purpose of business?  | 1        |
| 9. What is meant by gang plank?  | 2        |
| 10. State any four dimensions of business environment.                           | 2        |
| 11. Write any two advantages of formal organisation.                             | 2        |
| 12. State any two advantages of critical point control and control by exception. | 2        |
| 13. Why was Consumer Protection Act 1986 passed?                                 | 2        |
| 14. a. Explain any four significance of the principles of management.            |          |
| <b>Or</b>  | <b>4</b> |
| b. Explain any four principles of scientific management.                         |          |

15. State any four benefits of globalisation. 4
16. **a.** Discuss any four features of organizational structure. 4  
**Or**  
**b.** Discuss any four benefits of decentralisation.
17. **a.** Explain any four principles of directing. 4  
**Or**  
**b.** Explain the psychological barriers to effective communication.
18. Explain the process of motivation. 4
19. Discuss the limitations of controlling. 4
20. **a.** Explain any four features of marketing. 4  
**Or**  
**b.** Explain any four features of personal selling.
21. Explain any four rights of a consumer. 4
22. **a.** Why is management considered both Science as well as Art? Explain the features of Art. 2+6= 8  
**Or**  
**b.** What is the purpose of coordination? Explain the characteristics of coordination.
23. **a.** Explain the limitations of planning. 8  
**Or**  
**b.** Distinguish between objectives and policies.
24. **a.** Explain the advantages and disadvantages of external sources of recruitment. 4+4= 8  
**Or**  
**b.** Explain any four methods each for on the job and off the job training.
25. **a.** Discuss any eight factors that should be considered while determining capital structure of a company. 8  
**Or**  
**b.** Discuss the factors affecting fixed capital requirement.
26. **a.** Discuss any eight benefits of capital market. 8  
**Or**  
**b.** Discuss any eight functions of SEBI.

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