

BHARATIYA VIDYA BHAVAN'S V.M.PUBLIC SCHOOL, VADODARA
SESSION 2017-18
Sample Paper 10

Class : XII Commerce
Subject : Business Studies

Max Marks: 80
Time Allotted: 3 hrs

Instructions:

- Question numbers 1 to 8 carry 1 mark each
 - Question numbers 9 to 13 carry 3 marks each
 - Question numbers 14 to 19 carry 4 marks each
 - Question numbers 20 to 22 carry 5 marks each
 - Question numbers 23 to 25 carry 6 marks each
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1. Define 'Personal selling'.
2. Why it is said that 'some advertisements are in bad taste'?
3. Is advertising a 'dialogue'?
4. Name the stock exchange that is most suitable for the listing of small companies.
5. What is meant by 'Bonus' as a type of monetary incentive?
6. "The greater number of managerial level in an organization makes it more complex". This statement is about which type of organizational barrier to communication?
7. 'Management cannot be seen' Describe.
8. In order to be successful an organization must change its goals according to the needs of the environment. Which characteristic of management is highlighted in the statement?
10. What are the purposes of NSEI?
11. Explain the role of 'Operating Efficiency' in determining the amount of working capital.
12. "An effort to control everything may end up controlling nothing" comment.
13. "Direction is the least important functions of management". Do you agree with this statement? Give any two reasons in support of your answer.
14. Give the meaning of the principle of 'Unity of Command' with a suitable example.
15. How does 'trading on equity' increase the return on equity shares? Explain with an example.
16. Describe, in brief the relationship between planning and controlling.
17. How staffing is a line as well as staff function?
18. Explain any five techniques of sales promotion.

19. Explain five factors which affect the financing decision.
20. "Can accountability be delegated"? Explain in brief.
22. Explain the concept of functional structure. Explain three advantage of functional structure.
23. Explain the process of planning.
24. Explain in brief any six remedies available to consumers under consumer protection Act. 1986

OR

Explain any six right of a consumer under the consumer protection Act '86

25. Explain briefly the various marketing functions by a modern business enterprises

OR

What is marketing mix? Explain its main components.

Ms. Tasneem Hotelwala