

BHARATIYA VIDYA BHAVAN'S V.M.PUBLIC SCHOOL, VADODARA
SESSION 2017-18
Sample Paper 4

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
-

1. Sandeep purchased a diesel car for Rs.7 lacs from an automobile company and found its engine defective. Despite many complaints the defect was not rectified. Suggest to him the appropriate authority where he could file a complaint under Consumer Protection Act. 1
2. Which Consumer Right gives the business firms freedom to set up their own consumer service and grievance cell? 1
3. Is directing necessary at planning stage? Give reasoning in support of your Answer. 1
4. How does communication establish effective leadership? 1
5. Planning eliminates changes/uncertainties Do you agree? Give reason in support of your answer. 1
6. A Company needs a detailed plan for its new project, .Construction of a Shopping Mall.. What type of plan is it? 1
7. Why is it said that management principles are universal? 1
8. The Principles of Management are different from those used in pure science.. Write any one difference. 1
9. How are the shareholders of a company likely to gain with a debt component in the capital employed? Explain with the help of an example. 3
10. Distinguish between the concepts .product. and .production. in Marketing keeping following as the base:
(i) Focus
(ii) Means
(iii)Ends 3
11. State any three objectives of National Stock Exchange 3
12. Which process prepares a blue print of an organisations future preparations relating to finance? Give any two reasons why this process is needed? 3

13. Does control help in .judging the accuracy of standards. and .improving motivation of the employees.? Explain. 3
14. State any four responsibilities of a consumer while purchasing/ consuming goods/ services. 4
15. Distinguish between delegation & decentralization of authority on the following bases:
 (i) Nature
 (ii) Purpose
 (iii) Freedom of action
 (iv) Level of authority 4
16. Mohan and Sohan are friends working in Surya Ltd. as Production and Sales Manager respectively. In an interdepartmental meeting Sohan informed Mohan about a change in the marketing policy of the company.
 (a) Identify the type of communication used in the above example.
 (b) Name & explain any two networks of the type of communication identified in part (a). 4
17. Taking corrective/remedial action is the last step in the process of one of the functions of management. (1+3=4)
 (a) Name the function.
 (b) Explain the other steps of the above mentioned function
18. State any four benefits of training. 4
19. Explain the following principles of management:
 (a) Equity.
 (b) Remuneration of Employees. 4
20. Explain any five functions of a Stock Exchange. 5
21. In spite of best efforts of managers sometimes planning fails to achieve desired results due to its limitations. Explain any five limitations of planning. 5
22. Determination of the Price of a Product. is influenced by many factors. Explain any five factors that have an influence on price. 5
23. Explain how co-ordination is implicit and inherent in all functions of management 6
24. You have been appointed Brand Manger of Ford Motors. The Company is to introduce a Compact small car in the Indian Market. The name of the car is yet to be decided. You have been asked to chair a Brain Storming Session. Before the suggestions come forward you have to briefly explain the participants as to what constitutes a good brand name with the help of suitable examples.

OR

Various tools of communications are used by the marketers to promote their products.
 Answer the following questions :

- (a) Why do Companies use all tools at the same time?
- (b) Name and explain the most commonly used non-personal tool of promotion which is paid for by the markets.
- (c) Which tool of promotion will primarily be used for the following : (i) To get good Corporate image without being paid for.
 - (ii) An existing product meant for mass usage by literate people.
 - (iii) To introduce a new product to a particular class of people through door to door visits. 6

25. What is meant by .Working Capital.? Describe any four factors which affect the working capital requirements of company. 6

OR

What is meant by .Fixed capital.? Describe any four factors which affect the fixed capital requirement of a company.

Ms. Tasneem Hotelwala