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Roll No.

Date:

NORTHWEST ACCREDITATION COMMISSION, USA

HIGH SCHOOL DIPLOMA (Sr. Secondary/12TH)

Subject- Business Studies

Subject Code – B407

Question Paper No. :

Question Paper code:

Important Instructions

1. OPENING AND CHECKING OF THE QUESTION-BOOKLET

Break open the seal of the Question-Booklet only when the announcement is made by the Invigilator. After breaking the seal and before attempting the questions, student should immediately check for:

a) The number of the printed page in the Question-Booklet is the same as mentioned on the cover page of the Booklet and

b) Any printing error in the Booklet pages, if any.
Any discrepancy or error should be brought to the notice of the Invigilator who will then replace the Booklet.
No additional time will be given for this.

2. No student, without the permission of the Superintendent, or the Invigilator concerned, is to leave his/her seat or the Examination Room.

3. FILLING UP THE REQUIRED INFORMATION ON QUESTION-BOOKLET AND ANSWER SHEET

After breaking open the seal and checking the Booklet, student should:

a) Fill up the **Question Paper No.** and **Question Paper Code** (mentioned on the cover of Question-Booklet) in the space provided on the First Answer Sheet.

b) Fill up his/her Roll Number on the First Answer Sheet and on each Supplementary Answer Sheet, if taken.

C) Student should mention the total number of **Supplementary Answer Sheet**, if taken, in the space provided on the First Answer Sheet and also fill up the Serial Number mentioned on each **Supplementary Answer Sheet** along with his/her Roll Number in the register maintained by the Invigilator. Student must tie all the Answer Sheets with the thread provided by the Invigilator.

4. INSTRUCTIONS ABOUT QUESTION PAPER

This Question Paper is divided into three Sections – **A, B** and **C**. All Sections are compulsory. Attempt all Sections as per instructions.

a) Section A question No. 1 to 10 are very short questions carrying 2 marks each.

b) Section B question No. 11 to 25 are short questions carrying 3 marks each.

c) Section C question No. 26 to 32 are long questions carrying 5 marks each.

5. Student found in possession of Cellular Phone / Mobile Phone / Pager or any other Communication Device and/or any Book/Note whether using or not, will be liable to be debarred for taking examination(s) either permanently or for specified period or/and dealt with as per law or/and ordinance of the School/SERI according to the nature of offence, or/and he/she may be proceeded against and shall be liable for prosecution under the relevant provision of the Statutory Law.

TIME: 3 Hours.

TOTAL MARKS: 100

THE ANSWER SHEET IS TO BE RETURNED ON COMPLETION OF THE TEST

P.T.O.

SECTION A

Total number of questions: 10	Marks allocated to each question: 2	Total marks: 20
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- Question 1. What is meant by 'Induction Training'?
- Question 2. What is Supervision.
- Question 3. Planning is an empty exercise without this function of management. Mention this function.
- Question 4. State any one protective function of SEBI.
- Question 5. '100 gm bottle of sauce free with 1kg detergent'. Which sales promotion technique is involved here?
- Question 6. Which Leadership style is applied when there is little time for group decision making?
- Question 7. A company uses various sales promotion techniques like "Buy One, Get One Free", "Free Gifts", "Lucky Draw" on regular basis to increase its sales. Identify the values which are ignored by the company. (any two)
- Question 8. How does staffing improve job satisfaction and morale of employees? State.
- Question 9. Enumerate any two features of directing.
- Question 10. Explain in brief the term 'Price Mix' as an element of 'Marketing Mix'.

SECTION B

Total number of questions: 15	Marks allocated to each question: 3	Total marks: 45
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- Question 11. State any three advantages of formal organization.
- Question 12. State any three factors that influence the effectiveness of a leader.
- Question 13. Briefly explain any three barriers to effective communication.
- Question 14. Briefly explain any three Objectives of marketing management.
- Question 15. "Management Principles are evolutionary". Explain.

Question 16. State any three features of a good brand name.

Question 17. Define Business Environment. State any three of its features.

Question 18. Explain the following principles of management.

- (a) Unity of direction.
- (b) Esprit de corps.

Question 19. Distinguish between 'formal' and 'informal' organisation.

Question 20. Explain in brief any four 'Protective functions' of SEBI.

Question 21. Define Business Environment. State any four of its features.

Question 22. A production manager of a company was given a standard soap. He was asked to produce similar other soaps. What control process would he have followed?

Question 23. How does planning 'Lead to rigidity' and 'Reduce creativity'? Explain.

P.T.O.

Question 24. What is meant by 'Long-term Investment Decision'? State any three factors which affect the long term investment decision.

Question 25. Explain in brief any four advantages of piece-rate system of wage-payment.

SECTION C

Total number of questions: 7	Marks allocated to each question: 5	Total marks: 35
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Question 26. Distinguish between money market and capital market on the basis of:

- (a) Participants
- (b) Instruments
- (c) Safety and
- (d) Expected return

OR

What is meant by 'Dividend Decision'? Explain any four factors which affect the dividend decision of a company.

Question 27. Your company has setup a food processing unit in Kashmir with a production capacity of 10,000 litres of apple juice per day. The company plans to market the apple juice in tetra pack of 100 mili litres. Design a label for the same.

OR

Explain the factors determining choice of channels of distribution.

Question 28. Explain any five semantic barriers to communication.

OR

Explain the steps in the process of Organising.

Question 29. Explain the concept of leadership and its various styles.

OR

'It is only 'Motivation' through which the managers can inspire their subordinates to give their best to the organisation'. In the light of this statement explain any four points of importance of motivation.

Question 30. Explain the steps involved in the process of organisation.

OR

Explain any four factors which affect the determination of the price of a product.

Question 31. What is the meaning of 'training'? Explain any four needs of training.

OR

Briefly explain the different methods of training.

Question 32. 'Planning and Controlling are inseparable twins of management.' How?

P.T.O.

OR

What is meant by 'Dividend Decision'? Explain any four factors which affect the dividend decision of a company.

END OF THE QUESTION PAPER