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Date:

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NORTHWEST ACCREDITATION COMMISSION, USA
SR. SECONDARY/12TH
2017-2018

Subject- BUSINESS STUDIES

Question Paper No. :

B	S	4	7
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Subject Code : BS1209

Question Paper Code:

B	S	1	7
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Total Time: 03.00 Hours.

Total Marks: 100

GENERAL 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 8 are very short questions carrying 3 marks each in approximately 50-70 words.
- b) Section B question No. 9 to 18 are short questions carrying 4 marks each in approximately 130-140 words.
- c) Section C question No. 19 to 24 are long questions carrying 6 marks each in approximately 180-200 words.

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.

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

This Question Paper MUST be attached with Answer Sheet

SECTION A

Total number of questions: 8

Marks allocated to each question: 3

Total marks: 24

- Question 1.** Enumerate any two qualities of a good Salesman.
- Question 2.** State the objective of financial management.
- Question 3.** Give the meaning of 'Promotion Mix'?
- Question 4.** Rajat a Sales Manager, achieved his sales target one month in advance. This achievement was displayed on the notice board and the CEO of the Company awarded a certificate for the best performance to him. Name the incentive provided to Rajat.
- Question 5.** What is meant by financial market?
- Question 6.** Which Leadership style is applied when there is little time for group decision making?
- Question 7.** When can a consumer make an appeal in the supreme court under 'The Consumer Protection Act 1986'?
- Question 8.** Explain in brief the term 'Price Mix' as an element of 'Marketing Mix'.

SECTION B

Total number of questions: 10

Marks allocated to each question: 4

Total marks: 40

- Question 9.** Explain the following principles of Scientific Management:-
(a) Science not rule of thumb
(b) Co-operation, not Individualism
- Question 10.** State the steps involved in the planning process.
- Question 11.** Explain the meaning of 'Objectives' as a type of plan.

OR

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

- Question 12.** Distinguish between Functional and Divisional organizational structure on the following basis:
(a) Formation (b) Managerial development
(c) Responsibility (d) Suitability

Question 13. “Management Principles are evolutionary”. Explain.

OR

State the functions of financial market.

Question 14. State any four factors which help in determining the working Capital requirements of a Company.

Question 15. Explain any four points of importance of consumer protection from the point of view of business.

OR

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

Question 16. The Employees of Manik Ltd., a software company, have formed a dramatic group for their recreation. Name the type of organization so formed and state its three features.

Question 17. State any three features of a good brand name.

Question 18. The barriers to effective communication exist in all organizations. Explain any three measures to overcome these barriers.

OR

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?

SECTION C

Total number of questions: 6	Marks allocated to each question: 6	Total marks: 36
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Question 19. Explain any four characteristics of management.

OR

Explain any four characteristics of 'principles of management.'

Question 20. Explain the steps in the controlling process.

OR

Explain any five points which highlight the importance of controlling function of management.

Question 21. Kay Ltd. is a company manufacturing textiles. It has a share capital of Rs 60 lakhs. In the previous year its earnings per share was Rs 0.50. For diversification, the company requires additional capital of Rs 40 lakhs. The company raised funds by issuing 10% Debentures for the same. During the year the company earned profit of Rs 8 lakhs on capital employed. It paid tax @ 40%.

(a) State whether the shareholders gained or lost, in respect of earning per share on diversification. Show your calculations clearly.

(b) Also, state any three factors that favor the issue of debentures by the company as part of its capital structure.

OR

Vasvi purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District forum under Consumer Protection Act and got the relief.

(a) Identify the important aspect neglected by the marketer in the above case.

(b) Explain briefly the functions of the aspect identified in (a) above.

Question 22. Explain any five points which highlight the importance of controlling function of management.

OR

Explain any five factors which affect dividend decision.

Question 23. Explain four types of barriers to effective communication. Also brief one type (example) of each barrier.

OR

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

Question 24. What is the meaning of 'training'? Explain any four needs of training.

OR

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

END OF THE QUESTION PAPER