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NORTHWEST ACCREDITATION COMMISSION, USA HIGH SCHOOL DIPLOMA (Sr. Secondary/12TH) 2018-2019

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 contains 8 questions which are very short carrying 3 marks each in approximately 30-40 words.
- b) Section B contains 10 questions which are short carrying 4 marks each in approximately 80-100 words.
- c) Section C contains 6 questions which are long carrying 6 marks each in approximately 140-150 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
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- Question 1.** Name the level of management that is responsible for the welfare and survival of the organisation.
- Question 2.** Why is it said that business environment is uncertain?
- Question 3.** 'Deciding in advance what to do and how to do is one of the basic management functions.' Give the meaning of this function.
- Question 4.** What is meant by 'formal organisation'?
- Question 5.** Distinguish between functional structure and divisional structure on the basis of 'formation'.
- Question 6.** Give any two examples of 'Employee Recognition' as a non-financial incentive.
- Question 7.** What is meant by 'Management by Exception' in the process of controlling?
- Question 8.** On which type of products is ISI mark used?

SECTION B

Total number of questions: 10	Marks allocated to each question: 4	Total marks: 40
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- Question 9.** 'Wealth-maximisation' is the primary objective of financial management. Explain.
- Question 10.** Give the meaning of 'Investment decision' and 'Dividend decision'.
- Question 11.** Give the meaning of the following money market instruments:
(a) Treasury Bill; and
(b) Call Money.

OR

'You don't close a sale, you open a relationship, if you want to build a long-term successful enterprise.' Identify the communication tool used by the marketer. State any two features of this communication tool.

- Question 12.** Explain any four characteristics of coordination.

Question 13. 'The Indian corporate sector has come face-to-face with several challenges due to government policy changes in business and industry. Explain any four such changes.

Question 14. How does planning 'Lead to rigidity' and 'Reduce creativity'? Explain.

OR

What is meant by 'Consumer Protection'? Also state how consumer protection is important from the point of view of consumers.

Question 15. Explain any four points of importance of business environment.

Question 16. There are some characteristics that should be kept in mind while choosing a brand name.

Explain any two such characteristics that a good brand name should have.

Question 17. Name and define the process that helps in finding possible candidates for a job or a function.

Question 18. State any four factors which affects the requirements of working capital of a company.

SECTION C

Total number of questions: 6	Marks allocated to each question: 6	Total marks: 36
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Question 19. State the benefits of training to the organisation.

OR

'Controlling is an indispensable function of management.' Explain this statement with the help of any five points.

Question 20. Distinguish between money market and capital market on the basis of:

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

OR

There are number of factors which affect the fixation of the price of a product.

Explain any four such factors.

Question 21. Explain the functions of financial market.

OR

Describe the role of public relations in sales promotion.

Question 22. 'The organizations which are keen on developing effective communication, should adopt suitable measures to overcome the barriers to communication and improve communication effectiveness.' Suggest and explain any such five measures.

OR

Explain the concept of leadership and its various styles.

Question 23. State the main functions of 'Stock Exchange.'

OR

Describe the following rights of a consumer:

- (a) Right to be Heard.
- (b) Right to Safety.
- (c) Right to Consumer Education.

Question 24. Distinguish between Primary market and Secondary market.

OR

Explain any six points of importance of management.

END OF THE QUESTION PAPER