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INTERNATIONAL INDIAN SCHOOL, DAMMAM
PRELIMINARY EXAMINATION FEBRUARY 2013

Class: XII

Max.Marks

Subject: Business Studies

Time: 3hrs

Set - A

General Instructions

- ❖ *Answers to questions carrying 1 mark may be from one word to one sentence.*
- ❖ *Answers to questions carrying 3 marks may be about 50-75 words.*
- ❖ *Answers to questions carrying 4-5 marks may be about 150 words.*
- ❖ *Answers to questions carrying 6 marks may be about 200 words.*
- ❖ *Attempt all parts of a question together.*

1. What are aptitude tests? 1
2. Give the meaning of the term deviation as used in the control function of management. 1
3. Ms.Geetha, Manager Operations, is appreciative of fresh ideas given by her subordinates. She frames policies only after consulting them. What is her style of leadership ? 1
4. What is meant by 'demat account'? 1
5. Name the element of directing function of management which requires superiors to share information with subordinates inorder to reach common understanding. 1
6. State why working capital needs for a service industry is different from that of a manufacturing industry. 1
7. Name the statutory body that protects investors in the Capital market. 1
8. Which component of capital structure determines the overall financial risk in organisation. 1
9. Which tool of promotion will primarily be used by a Company to promote or protect its corporate image or of its individual products. 1
10. Against whom can a complaint be filed under the Consumer Protection Act, 1986? 1
11. Enumerate any 2 qualities of a good Salesman. 1
12. Name any two legislations which provide protection to consumers. 1

13. Name and explain the technique of scientific management which helps in eliminating unnecessary diversity in products and thus results in saving costs. 3
14. What is a Plan? Explain single use and standing plans. 3
15. Explain any 3 reasons why proper understanding of management principles is necessary. 3
16. Various tools of promotion are used by marketers to promote their products.
 - a) Name the most commonly used tool of promotion which is paid for by the marketer. 3
 - b) Explain any 2 merits of this tool. 3
17. Does planning have limitations? Explain any 3 such limitations. 3
18. State any 3 features of a good brand name. 3
19. Why is Organising considered an important function of management? 4
20. The decision as to how much of dividend should be distributed among shareholders is affected by many factors. Explain 4 factors. 4
21. Amit purchased a packet of juice from his neighbourhood shop and its consumption made him sick. He noticed later that the juice packet did not have manufacturing & expiry date and usage details. A laboratory test showed that the juice was impure as its expiry period was over. 4
 - a) What values are disturbing in this case? 4
 - b) What precautions do you think Amit should have taken before buying the juice? 4
 - c) Suggest any 2 remedies available to Amit under the Consumer Protection Act. 4
22. The employees of Manik Ltd a software company have formed a dramatic club for their recreation. Name the type of organisation so formed and state 3 of its advantages. 4
23. Define Coordination and mention its characteristics. 5
24. What economic changes were initiated by the Govt under the Industrial Policy, 1991? Explain how these changes influenced the working of Indian business. 5
25. Discuss the various steps involved in the process of Control. 5
26. Despite internal sources of recruitment being economical, Companies not always use this source. Why? Give reasons. 5

27. A written message was originally drafted in English and was poorly translated. This created a lot of confusion in the organisation. Name the type of barrier to effective communication and explain any other 5 barriers of this type.

Or

"Effectiveness of leadership depends on the qualities of the leader". Explain the qualities that influence the effectiveness of a leader.

28. Explain briefly the trading procedure of Stock Exchange.

Or

Define Money Market and explain the various money market instruments.

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29. What do you mean by financial planning? Explain briefly any 4 points of importance of financial planning in the management of finance.

Or

Explain the meaning of Fixed Capital. Briefly explain the factors to be taken into account while determining the fixed capital for a Company.

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30. "Advertising encourages the sale of inferior and dubious products and advertisements confuse rather than help". Do you agree? Explain giving 4 reasons.

Or

An important task in the marketing of goods relates to designing the label to be put on the package. Explain in brief the functions performed by a label.

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