

17/12/12. B. studies

**KENDRIYA VIDYALAYA SANGATHAN, ERNAKULAM REGION**

**FIRST PRE- BOARD EXAMINATION 2012-13**

Class XII

**Business Studies**

Max marks- 90

Time- 3hrs

*General instructions*

- 1) *Answers to questions carrying 1 mark maybe from one word to one sentence*
- 2) *Answer to questions carrying 3 marks maybe from 50-75 words*
- 3) *Answer to questions carrying 4-5 marks maybe about 150 words*
- 4) *Answer to questions carrying 6 marks maybe about 200 words*
- 5) *Attempt all parts of questions together*

1. What does the term "span of management" refers? (1)
2. Name the process which co-ordinates human efforts resources etc to a common objective. (1)
3. The test which are good indices of a person's future success score? (1)
4. Which two steps in the process of control are concerned with compelling events to confirm the plans? (1)
5. What are zero coupon bonds? (1)
6. How business cycles affect the working capital requirement of a business? (1)
7. Define financial management. (1)
8. List any two social objectives of management (1)
9. What is a trademark? Give an example. (1)
10. Which main function of SEBI makes it a "watch dog" for investors (1)
11. Business environment includes both specific and general forces. List any two specific and general forces. (1)
12. Give two merits of advertising. (1)
13. Differentiate between policy and rule as types of plans with examples. (3)

17/12/18. R. S. S. S. S.

- 14. Explain any two techniques of scientific management. (3)
- 15. "Planning is an important function of management". State any 4 reasons. (3)
- 16. Explain Fayol's principles of equity and order (3)
- 17. Briefly explain Maslow's need hierarchy theory of motivations. (3)
- 18. "Marketing fulfills a lot of activities of management". State any 3 functions of marketing. (3)
- 19. Co-ordination is the essence of management. Do you agree? Give any 3 reasons. (4)
- 20. Endosulphan, a pesticide was used in some parts of the country in cashew plantations without proper studies on environmental impact. Over a period of time the population in and around where it was used were found to suffer genetic disorders. Even after stopping the usage of the pesticide, for generations its effect was noticed: Children were born with physical and mental deformities, adults suffered from various skin diseases.  
The sufferers were left to take care of themselves.
  - a) What are the values violated in the above case?
  - b) Highlight the importance of business environment on the basis of above scenario(4)
- 21. What are capital budgeting decisions? Specify the factors affecting capital Budgeting decisions. (4)
- 22. Explain the role of consumer organizations and NGOs in protecting and Promoting consumer interest. (4)
- 23 Sanju and Sohan are friends working in Surya Ltd. as Production and Sales Manager respectively. In an interdepartmental meeting Sohan informed Sanju about a change in the marketing policy of the company.
  - (a) Identify and explain the type of communication used in the above example.
  - (b) Name & explain any two networks of the type of communication identified in part (a). (5)
- 24 Which source of recruitment is needed to bring new blood in the organization? Explain any two advantages and any two limitations of this source. (5)
- 25 "Controlling is a systematic process involving a series of steps" Explain (5)
- 26 Advertising and personal selling – the tools used by the marketers to promote their products. Differentiate between two by giving five differences. (5)

