

Class 12 CBSE Business Studies

Model Question Paper– (Set- 3)

Time: 3 Hours

Maximum Marks: 80

Section A – MCQs (1 × 20 = 20 Marks)

1. Planning is said to be:
 - a) Rigid
 - b) Mental exercise
 - c) Physical process
 - d) Optional activity
2. The principle of “Division of Work” was given by:
 - a) Taylor
 - b) Fayol
 - c) Mayo
 - d) Drucker
3. Delegation involves:
 - a) Authority only
 - b) Responsibility only
 - c) Authority, Responsibility and Accountability
 - d) Control only
4. Decentralisation refers to:
 - a) Concentration of authority
 - b) Dispersal of authority
 - c) Elimination of authority
 - d) Removal of responsibility
5. Recruitment is a _____ process.
 - a) Negative
 - b) Positive
 - c) Compulsory
 - d) None
6. Training improves:
 - a) Current performance
 - b) Future planning only

- c) Capital structure
 - d) Dividend policy
7. Investment decision is also known as:
- a) Financing decision
 - b) Dividend decision
 - c) Capital budgeting decision
 - d) Staffing decision
8. Equity shareholders are:
- a) Creditors
 - b) Owners
 - c) Debenture holders
 - d) Lenders
9. Which of the following is not a money market instrument?
- a) Treasury Bill
 - b) Commercial Paper
 - c) Equity Shares
 - d) Call Money
10. The element of marketing mix concerned with distribution is:
- a) Product
 - b) Price
 - c) Place
 - d) Promotion
11. The communication process begins with:
- a) Encoding
 - b) Message
 - c) Sender
 - d) Feedback
12. Which of the following is a non-financial incentive?
- a) Bonus
 - b) Commission
 - c) Promotion
 - d) Profit sharing
13. Controlling is both:
- a) Forward looking
 - b) Backward looking

- c) Both forward and backward looking
 - d) None
14. The process of comparing actual results with standards is:
- a) Evaluation
 - b) Planning
 - c) Organising
 - d) Directing
15. SEBI was established to:
- a) Control banks
 - b) Regulate securities market
 - c) Issue shares
 - d) Collect taxes
16. Primary market deals with:
- a) Existing securities
 - b) New securities
 - c) Government bonds only
 - d) Foreign exchange
17. Which of the following is a function of marketing?
- a) Staffing
 - b) Branding
 - c) Accounting
 - d) Recruiting
18. Packaging is related to:
- a) Product
 - b) Price
 - c) Promotion
 - d) Place
19. Consumer Protection Act provides:
- a) Only safety rights
 - b) Only information rights
 - c) Six consumer rights
 - d) No redressal
20. A complaint can be filed in District Commission if value does not exceed:
- a) ₹50 lakh
 - b) ₹1 crore
 - c) ₹2 crore
 - d) ₹5 crore

Section B – Short Answer I (3 × 6 = 18 Marks)

21. State any three features of Planning.
22. Explain any three principles of Scientific Management.
23. State any three objectives of Financial Planning.
24. Differentiate between Authority and Responsibility (any three points).
25. Explain any three functions of SEBI.
26. State any three elements of Promotion Mix.

Section C – Short Answer II (4 × 5 = 20 Marks)

27. Explain the steps in Planning process.
28. Describe Herzberg's Motivation Theory.
29. Explain any four factors affecting Dividend Decision.
30. Explain four rights of consumers.
31. Distinguish between Primary Market and Secondary Market.

Section D – Long Answer (6 × 4 = 24 Marks)

32. Explain the importance of Organising.
OR
Explain the process of Delegation.
 33. Explain the Staffing process.
OR
Explain Leadership styles.
 34. Explain the marketing mix (4Ps).
OR
Explain the factors affecting Pricing Decisions.
 35. Explain any six factors affecting Working Capital.
OR
Explain the objectives of Financial Management.
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Section E – Case Study (6 × 3 = 18 Marks)

36. Case Study on Planning and Controlling.
37. Case Study on Staffing and Directing.
38. Case Study on Consumer Protection / Marketing.