

# Class 12 CBSE Business Studies

## Model Question Paper– Set 8

**Time: 3 Hours**

**Maximum Marks: 80**

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### **Section A – MCQs (1 × 20 = 20 Marks)**

1. Planning focuses on achieving:
  - a) Personal goals
  - b) Organisational objectives
  - c) Government targets
  - d) Individual profits
2. Which principle emphasises “One Boss for one employee”?
  - a) Unity of Direction
  - b) Unity of Command
  - c) Discipline
  - d) Scalar Chain
3. Organising involves:
  - a) Setting standards
  - b) Assigning duties
  - c) Measuring performance
  - d) Motivating employees
4. The first step in staffing process is:
  - a) Selection
  - b) Recruitment
  - c) Manpower Planning
  - d) Training
5. Which of the following is a non-financial incentive?
  - a) Bonus
  - b) Commission
  - c) Recognition
  - d) Profit sharing
6. Financial planning ensures:
  - a) Overcapitalisation
  - b) Adequate funds at right time

- c) Excess borrowing
  - d) Dividend maximisation
7. Debt increases:
- a) Business risk
  - b) Financial risk
  - c) Sales
  - d) Liquidity
8. Secondary market provides:
- a) Capital formation
  - b) Liquidity
  - c) New issue facility
  - d) Long-term finance
9. Which element of marketing mix is most flexible?
- a) Product
  - b) Price
  - c) Place
  - d) Promotion
10. The right that protects consumers against unfair trade practices is:
- a) Right to Safety
  - b) Right to Information
  - c) Right to be Heard
  - d) Right to Seek Redressal
11. Controlling begins with:
- a) Measurement
  - b) Setting standards
  - c) Corrective action
  - d) Feedback
12. The principle which promotes fairness is:
- a) Discipline
  - b) Equity
  - c) Order
  - d) Initiative
13. Delegation increases:
- a) Workload of top management
  - b) Efficiency
  - c) Confusion
  - d) Centralisation

14. Capital budgeting is related to:
- a) Short-term decisions
  - b) Long-term investment decisions
  - c) Dividend decisions
  - d) Staffing
15. Retained earnings are:
- a) External source
  - b) Borrowed funds
  - c) Internal source
  - d) Short-term loan
16. Which of the following is a tool of sales promotion?
- a) Advertising
  - b) Public relations
  - c) Discount
  - d) Personal selling
17. Consumer complaint above ₹1 crore lies with:
- a) District Commission
  - b) State Commission
  - c) National Commission
  - d) Supreme Court
18. Informal organisation arises due to:
- a) Official structure
  - b) Social interaction
  - c) Delegation
  - d) Authority
19. Working capital requirement increases when:
- a) Cash sales increase
  - b) Production cycle increases
  - c) Inventory turnover increases
  - d) Credit period received increases
20. Motivation improves:
- a) Employee morale
  - b) Machinery efficiency
  - c) Capital structure
  - d) Stock price

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

21. State any three features of Planning with examples.
  22. Explain any three principles of Fayol with examples.
  23. State any three objectives of Financial Management.
  24. Differentiate between Formal and Informal Organisation (any three points).
  25. Explain any three functions of Stock Exchange.
  26. State any three elements of Promotion Mix.
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**Section C – Short Answer II (4 × 5 = 20 Marks)**

27. Explain steps in Organising process.
  28. Describe Maslow's Need Hierarchy Theory.
  29. Explain any four factors affecting Dividend Decision.
  30. Explain four rights of consumers.
  31. Distinguish between Primary Market and Secondary Market.
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**Section D – Long Answer (6 × 4 = 24 Marks)**

32. Explain the importance of Planning.  
OR  
Explain the process of Controlling with steps.
  33. Explain Staffing process in detail.  
OR  
Explain leadership styles with merits and demerits.
  34. Explain Marketing Mix (4Ps) with examples.  
OR  
Explain factors affecting Pricing Decisions.
  35. Explain any six factors affecting Working Capital requirement.  
OR  
Explain Financial Planning and its importance.
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**Section E – Case Study (6 × 3 = 18 Marks – Competency Based)**

36. Case Study on Planning & Controlling (Deviation Analysis Based).

37. Case Study on Financial Management (Debt-Equity + Risk Concept).

38. Case Study on Consumer Protection & Marketing Strategy.