

Class 12 CBSE Business Studies

Model Question Paper– (Set- 9)

Time: 3 Hours

Maximum Marks: 80

Section A – MCQs (1 × 20 = 20 Marks)

1. Planning provides direction by:
 - a) Reducing authority
 - b) Setting objectives
 - c) Eliminating management
 - d) Increasing confusion
2. The principle of “Scalar Chain” refers to:
 - a) Unity of direction
 - b) Chain of command
 - c) Division of work
 - d) Discipline
3. Organising involves:
 - a) Establishing reporting relationships
 - b) Measuring performance
 - c) Giving incentives
 - d) Corrective action
4. Recruitment is a:
 - a) Negative process
 - b) Positive process
 - c) Legal process
 - d) Control process
5. Motivation is related to which function?
 - a) Planning
 - b) Organising
 - c) Directing
 - d) Controlling
6. Capital structure refers to:
 - a) Asset mix
 - b) Debt-equity mix

- c) Dividend policy
 - d) Working capital
7. Financial planning avoids:
- a) Under-capitalisation
 - b) Over-capitalisation
 - c) Both (a) and (b)
 - d) None
8. A market for long-term securities is:
- a) Money Market
 - b) Capital Market
 - c) Primary Market only
 - d) Call Money Market
9. Which marketing function involves grading and standardisation?
- a) Product development
 - b) Pricing
 - c) Physical distribution
 - d) Promotion
10. Consumer Protection Act protects consumers against:
- a) Natural disasters
 - b) Exploitation
 - c) Taxation
 - d) Competition
11. The first step in controlling process is:
- a) Measurement
 - b) Setting standards
 - c) Comparison
 - d) Corrective action
12. Authority flows:
- a) Bottom to top
 - b) Top to bottom
 - c) Horizontally
 - d) Informally
13. Decentralisation results in:
- a) Faster decision-making
 - b) Delay in action
 - c) Increased burden on top
 - d) Elimination of authority

14. Dividend decision affects:
- a) Liquidity position
 - b) Marketing mix
 - c) Recruitment
 - d) Organisation structure
15. Retained earnings are considered:
- a) Debt
 - b) Internal source
 - c) Short-term liability
 - d) Fixed asset
16. Advertising is suitable for:
- a) Technical products only
 - b) Mass communication
 - c) Individual persuasion
 - d) Complaint handling
17. Complaint between ₹50 lakh and ₹2 crore lies with:
- a) District Commission
 - b) State Commission
 - c) National Commission
 - d) Supreme Court
18. Informal organisation helps in:
- a) Slowing communication
 - b) Quick decision making
 - c) Increasing paperwork
 - d) Reducing coordination
19. Working capital requirement increases when:
- a) Production cycle lengthens
 - b) Cash sales increase
 - c) Inventory turnover increases
 - d) Credit period received increases
20. Leadership is the ability to:
- a) Control employees
 - b) Influence people
 - c) Punish subordinates
 - d) Remove responsibility

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

21. Explain any three features of Planning with examples.
 22. State any three principles of Scientific Management with examples.
 23. Explain any three objectives of Financial Management.
 24. Differentiate between Delegation and Decentralisation (any three points).
 25. Explain any three functions of SEBI.
 26. State any three tools of Promotion Mix.
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Section C – Short Answer II (4 × 5 = 20 Marks)

27. Explain steps in Planning process.
 28. Describe Maslow's Need Hierarchy Theory with diagram explanation.
 29. Explain any four factors affecting Capital Structure.
 30. Explain four rights of consumers with examples.
 31. Distinguish between Money Market and Capital Market.
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Section D – Long Answer (6 × 4 = 24 Marks)

32. Explain importance of Organising in detail.
OR
Explain complete process of Controlling with example.
 33. Explain Staffing process with steps and importance.
OR
Explain barriers to effective communication and measures to overcome them.
 34. Explain Marketing Mix (4Ps) in detail with practical examples.
OR
Explain factors affecting Pricing Decisions.
 35. Explain any six factors affecting Working Capital requirement with examples.
OR
Explain Financial Planning and its importance.
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Section E – Case Study (6 × 3 = 18 Marks – High Order Thinking)

36. Case Study on Planning & Controlling (Deviation + Corrective Action).

37. Case Study on Capital Structure & Dividend Policy (Risk Analysis Based).

38. Case Study on Consumer Protection & Ethical Marketing (Value Based).