

B-27-Z

Roll No.....

Total No. of Questions : 31]

[Total No. of Printed Pages : 4

XIIARJKUT23

9127-Z

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 100

General Instructions :

- (i) Answer to questions carrying 1 mark may be from one word to one sentence.
- (ii) Answer to questions carrying 3 marks may have about **50 to 75 words.**
- (iii) Answer to questions carrying 4-5 marks may have about **150 words.**
- (iv) Answer to questions carrying 6 marks may have about **200 words.**

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Turn Over

B-27-Z

1. Name the elements of Delegation of Authority.

2. Issuing of orders is :

- (A) Upwards communication
- (B) Downwards communication
- (C) Informal communication

3. What is the essence of control ?

4. Define the Budgetary Control System.

5. What is Working Capital ?

6. Long-term finance is required for 5 or more years. (True/False)

7. Marketing creates :

- (A) Place utility
- (B) Financial utility
- (C) Consumption utility

8. Price is the exchange of a product or service. (True/False)

9. Define the term 'Brand'.

10. Consumer Protection Act was passed in the year :

- (A) 1986
- (B) 1991
- (C) 1987

11. Define the term 'Coordination'. 3
12. What is meant by division of Work ? 3
13. Explain any *three* features of Planning. 3
14. What is meant by delegation of authority ? 3
15. State the purpose of training. 3
16. Explain the concept of Communication. 3
17. Name the functions of management. 4
18. Explain any *four* objectives of scientific management. 4
19. Differentiate between objectives and policies. 4
20. What are the objectives of Budgetary control ? 4/5
21. Discuss any *four* factors which influence the capital structure of a business organisation. <https://www.jkboseonline.com> 4
22. Explain the functions of a capital market. 4
23. Briefly explain any *four* instruments of money market. 4
24. Give the meaning of Economic Environment. What are the factors which influence economic environment ? 5

25. What do you mean by Recruitment ? What are the external sources of Recruitment ?
26. Define Advertising and discuss its importance.
27. What do you mean by Consumer Protection ? Why is it needed ?
28. What is Functional Organisation ? Explain its advantages.
29. Distinguish between formal and informal communication.
30. What is Fixed Capital ? Which factors determine the requirements of fixed capital ?
31. What do you mean by Sales Promotion ? Discuss the methods of sales promotion.

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