

Total No. of Printed Pages—4

**HS/XII/Com/Bs/OC/20**

**2 0 2 0**

**BUSINESS STUDIES**

( Old Course )

( **Commerce** )

*Full Marks : 100*

*Time : 3 hours*

*The figures in the margin indicate full marks for the questions*

*General Instructions :*

- (i) Answer to questions carrying 2-3 marks should not exceed 30-40 words each.
- (ii) Answer to questions carrying 4-5 marks should not exceed 60-80 words each.
- (iii) Answer to questions carrying 6 marks should not exceed 100 words each.
- (iv) Attempt all parts of a question together at one place.

- 1. What do you understand by the term 'privatization'? 2
- 2. Define Scientific Management. 2
- 3. List two points of difference between formal and informal communications. 2
- 4. State two functions of packaging. 2

( 2 )

5. Mention any two features of an appropriate capital structure. 2
6. State three importances of management. 3
7. Explain any three qualities of a good leader. 3
8. State Maslow's need hierarchy theory of motivation. 3
9. Distinguish between selling and marketing. (Any *three* points) 3
10. Explain three objectives of labelling. 3
11. Give four points of difference between Fixed Capital and Working Capital. 4
12. Explain any four functions of Stock Exchange. 4
13. Differentiate between functional and divisional structure of organization. (Any *four* points) 4
14. How does capital market differ from money market? (Any *four* points) 4
15. Is management an 'Art'? Give any two reasons in support of your answer. 4
16. Explain the dimensions of business environment. 5

( 3 )

17. What are the factors determining working capital? (Any *five* points) 5
18. Discuss any five principles of management as propounded by Henri Fayol. 5
19. "Planning and controlling, both are complementary and supplementary to each other."  
Give your views on the above statement. 5
20. You are a personal manager of a food processing firm. You want to appoint staff for your firm. Explain the selection procedure to be followed. 5
21. Explain the various steps involved in planning process. 6
- Or*
- Explain the various features of planning. (Any *six* points)
22. Discuss the special features of organizational structure. 6
- Or*
- What are the differences between Delegation of authority and Decentralization of authority? (Any *six* points)
23. Show the difference between internal and external sources of recruitment. 6
- Or*
- Explain why training for the employees is needed in an organization.

( 4 )

- 24.** Discuss the different functions of Marketing. (Any six points)

6

*Or*

Discuss six factors influencing pricing.

- 25.** What are various rights provided by the Government of India to all the consumers under the Consumer Protection Act?

6

*Or*

Give a brief note on the redressal agencies under the Consumer Protection Act.

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