

B-12-Y

Roll No.....

Total No. of Questions : 16]

[Total No. of Printed Pages : 7

12thARM(SZ)JKUT2024

1112-Y

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

Note :- All questions are compulsory.

Section-A

1 each

1. (i) It is a force that binds all the functions of management :

(A) Cooperation

(B) Co-ordination

(C) Planning

(D) Management hierarchy

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Turn Over

(ii) The concept work study techniques includes :

(A) Time study

(B) Motion study

(C) Fatigue study

(D) All of these

(iii) The application of which principle of management leads to higher production :

(A) Discipline

(B) Equity

(C) Division of work

(D) Order

(iv) principle of management given by Fayol aims at preventing overlapping of activities.

(v) is a plan that lays down a required course of action with regard to a situation.

(vi) SEBI stands for

(vii) Financial leverage is also known as trading on

(viii) gives identity to the product.

Section-B

3 each

2. What is Scientific Management ?

3. What are the main dimensions of Business Environment ?
4. What are the features of formal organisation ?
5. What is Marketing Mix ?

Section-C

4 each

6. What does the term 'Span of Management' refer to ?
7. How is planning related to controlling ?
8. What is Financial Planning ? <https://www.jkboseonline.com>
9. Explain any *four* factors which affect the working capital requirements of a business.
10. Define Advertising. What are its objectives ?

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Section-D

6 each

11. What are the main functions of top management ?

Or

Is management a science ? Give reasons.

12. Briefly explain the process of Planning.

Or

Define Planning. What are its features ?

13. Discuss the role of sales promotion as an element of promotion

mix.

Turn Over

(6)

Or

What factors do influence the determination of the price of a product ?

14. What are the rights of consumers ?

Or

Why is Consumer Protection necessary ?

Section-E

8 each

15. Discuss briefly the steps involved in the staffing process.

Or

What are the methods of training of workers ?

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✓ 16. Explain Maslow's hierarchy of needs.

Or

✓ What are the barriers to effective communication ?

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