

**THE JAMMU AND KASHMIR STATE BOARD OF SCHOOL EDUCATION,
ACADEMIC DIVISION, REHARI COLONY, JAMMU**

(MODEL PAPER)

BUSINESS STUDIES (12TH)

Time Allowed : 3 hours

Max. Marks : 100

LONG ANSWER TYPE QUESTIONS

Q. 1. Explain the functions of Management.

OR

“Co-ordination is the essence of Management” Explain.

6 marks

Q. 2. Explain the importance of Organizing.

OR

Explain factors determining Delegation of authority.

6 marks

Q. 3. Describe the nature and importance of directing.

OR

Explain Maslow’s Need Hierarchy theory.

6 marks

Q. 4. Explain the role of financial planning in financial management.

OR

What is Financial Management? What are its objectives?

6 marks

Q. 5. What is Marketing Mix? Explain its Main elements.

OR

Distinguish between advertising and personal selling.

6 marks

SHORT ANSWER TYPE QUESTIONS

Q. 6. Differentiate between Motion study and Time study.

4 marks

Q. 7. Explain the following:

a) Liberalization

b) Globalization

4 marks

Q. 8. Explain in brief any four limitations of Planning.

4 marks

Q. 9. Distinguish between delegation and decentralization of authority (Any four points).

4 marks

Q. 10. Write a short note on:

a) Recruitment

b) Selection

4 marks

Q. 11. Enumerate any four qualities of a good leader.

4 marks

Q. 12. Differentiate between Fixed capital and Working capital (Any four points).

4 marks

Q. 13. What are the functions of Financial Market?

4 marks

Q. 14. Differentiate between Selling and Marketing (Any four points).

4 marks

Q. 15. State the responsibilities of Consumers to safeguard their interest (Any four).

4 marks

