

KENDRIYA VIDYALAYA SANGATHAN CHENNAI REGION

REVISION PREBOARD EXAMINATION 2013

SUBJECT:BUSINESS STUDIES

MARKS;90

STD;XII COM

TIME;3 HRS

General instructions;

All the questions are compulsory
Marks are indicated against each question.
Write clearly and answer to the point.

- 1 Name the function of management which is concerned with finding the right man and placing him to the right job. (1)
- 2 Define laissez faire style of leadership. (1)
3. Define leadership. (1)
- 4 Which principle of controlling is based on the belief that an attempt to control everything result in controlling nothing? (1)
- 5 What is trading on equity? (1)
- 6 A service industry requires more working capital or less. Why? (1)
- 7 What is a repo rate? (1)
- 8 Name the market for long term funds, (1)
- 9 Name any two tools of public relations in the context of marketing? (1)
- 10 Kirubha wants to buy L C D TV. As an aware customer, how can he be sure about the quality of television? (1)
- 11 Define branding? (1)
- 12 To which commission the complaint should be made if the value for the goods and services in question along with the compensation claimed exceeds Rs.20 lakhs but does not exceed Rs.1 cr. (1)
- 13 Write a short note on Differential piece wage system? (3)

- 14 Discipline is a double edged tool- Explain (3)
- 15 Explain how planning provides direction to action? (3)
- 16 Give an example each of any two limitations of planning which are beyond the control of an organisation? (3)
- 17 A company is going to introduce a fresh juice pack in the market. Draw a label and suggest a suitable name for this product. (3)
- 18 Explain any three benefits of packaging? (3)
- 19 Enumerate the steps involved in the process of organising? (4)
- 20 Give four reasons why delegation is important for an organisation? (4)
- 21 Who can file a complaint in a consumer court? (4)
- 22 When liquidity increases profitability increases...why? (4)
- 23 Krishna Limited is engaged in manufacturing televisions. The company is facing a lot of problems in the last few months because of chaos between two departments i.e. Production and Sales Department. Sales Department blamed Production Department for delay in production however, Production department blamed Sales Department for poor sales. A force that binds all functions of management is missing.
- I. Identify the force missing
 - II. Give four characteristics of this force that binds all management function
 - III. Name the values which the force brings among the employees. (5)
- 24 Explain the importance of business environment? (5)
- 25 Explain the process of controlling? (5)
- 26 Manager of Vignesh limited designed some training and development programmes in the long term interest of the employees so that the organisation can also be benefited in return. Through this the employees are motivated and they perform better.
- Name the function of management
 - State two importance of training
 - Name the values the company is focussing on. (5)
- 27 Differentiate between formal communication and informal communication

OR

Maslow's need hierarchy is considered fundamental to understanding of motivation ,
In the light of this statement explain motivation and Maslow's need hierarchy in
motivation. (6)

28 Explain the important decisions taken in financial management?

OR

What is meant by fixed capital. Explain any four factors which affect decision of the
fixed capital requirements of a company? (6)

29 Explain the functions of stock Exchanges?

OR

Differentiate between capital market and money market on any six basis. (6)

30 Advertisement is a social waste, Do you agree? Give reasons in support of your
answer.

OR

It is necessary that goods and services must be made available to the consumers at
the right place in right quantity and at the right time.....

Name and explain the concerned element of marketing mix.

Explain the components of this mix. (6)
