

B-12-X

Total No. of Questions : 16]

[Total No. of Printed Pages : 4

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312-X

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

Note :- All questions are compulsory.

Section-A

1 each

1. (i) Management is intangible. (True/False)

(ii) Labour is an factor of production.

(iii) More direction is required at which level ?

(A) Top

(B) Lower

(C) Middle

(D) None of these

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Turn Over

(iv) Working Capital = Current Assets – Current liabilities.

(True/False)

(v) Final step in communication is action.

(True/False)

(vi) Debentures are considered as liabilities.

(vii) Salesmanship is interpersonal communication. (True/False)

(viii) How time utility is created ?

Section-B

3 each

2. Discuss three points of importance of business environment.

3. Explain any *three* limitations of planning.

4. What do you mean by Informal organisation ?

5. What do you mean by selection ?

Section-C

4 each

6. Discuss any *four* features of planning.

7. Explain the importance of delegation of authority.

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(3)

- ~~8.~~ Discuss the internal sources of recruitment of workers.
9. Explain the steps involved in the process of controlling.
- ~~10.~~ State the elements of Marketing mix.

Section-D

6 each

- ~~11.~~ What is Co-ordination ? Discuss its significance.
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Or

Define management. Explain various levels of management.

- ~~12.~~ Explain any six principles of management given by H. Fayol.

Or

Discuss the techniques of scientific management.

- ~~13.~~ What do you mean by Directing ? Discuss its elements.

Or

Discuss the various barriers to effective communication.

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Turn Over

14. What is consumer protection ? Discuss any *five* points of importance of consumer protection.

Or

Explain any *six* rights of a consumer.

Section-E

8 each

15. What do you mean by financial management ? Briefly discuss its objectives.

Or

What do you understand by working capital ? Discuss the various factors that determine its requirements of a business concern.

16. Define marketing. Give the distinction between marketing and selling.

Or

What is sales promotion ? Discuss its techniques.