

B-27-X

Roll No.....

Total No. of Questions : 31]

[Total No. of Printed Pages : 4

XIIARJKUT23

9127-X

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 100

General Instructions :

(i) Answer to questions carrying 1 mark may be from one word to one sentence.

(ii) Answer to questions carrying 3 marks may have about 50 to 75 words.

(iii) Answer to questions carrying 4-5 marks may have about 150 words.

(iv) Answer to questions carrying 6 marks may have about 200 words.

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Turn Over

1. Decentralisation and delegation are the same. (Yes/No) 1
2. It is the authority that makes a person a leader. (True/False) 1
3. What is the essence of control ? 1
4. Define the Budgetary Control System. 1
5. What is Working Capital ? 1
6. Long-term finance is required for 5 or more years. (True/False) 1
7. Marketing creates :
 - (A) Place utility
 - (B) Financial utility
 - (C) Consumption utility 1
8. Price is the exchange of a product or service. (True/False) 1
9. Define the term 'Brand'. 1
10. Consumer Protection Act was passed in the year :
 - (A) 1986
 - (B) 1991
 - (C) 1987 1

11. Define the term 'Co'ordination'. 3
12. What is meant by division of Work ? 3
13. Explain any *three* features of Planning. 3
14. What is meant by delegation of authority ? 3
15. State the purpose of training. 3
16. Explain the concept of Communication. 3
17. Discuss any *four* objectives of management. 4
18. Explain any *four* principles of management given by Henry Fayol. 4
19. Discuss the limitations of planning. <https://www.jkboseonline.com> 4
- ~~20~~. State and explain any *four* limitations of control. ~~4~~ 4
21. Point out the difference between fixed capital and working capital. 4
22. Explain the functions of SEBI. 4
- ~~23~~. What do you mean by Secondary Market ? 4
24. Give the meaning of economic environment. What are the factors which influence economic environment ? 5

25. What do you mean by Recruitment ? What are the external sources of Recruitment ? 5
26. Define Advertising and discuss its importance. 5
27. What do you mean by Consumer Protection ? Why is it needed ? 5
- ~~28.~~ What is Functional Organisation ? Explain its advantages. 6
29. Distinguish between formal and informal communication. 6
30. What is Fixed Capital ? Which factors determine the requirements of fixed capital ? 6
31. What do you mean by Sales Promotion ? Discuss the methods of sales promotion. 6