

BUSINESS STUDIES-II
Class-XII
SEMESTER-2
(Commerce Group)

Time: 3 Hours

Max. Marks : 65

- Note :**
- (i) All questions are compulsory.
 - (ii) This question paper consists of 13 questions in all.
 - (iii) The question paper is divided into three Section –**A, B and C**
 - (iv) Section A contains 7 questions. Question no. 1 has 13 sub-questions of 1 mark each. These are objective type questions or very short answer type questions. These questions are to be answered in 1-15 words. Question nos. 2-7 carry 2 marks each and the answer of these questions should be in 8-10 lines.
 - (v) **Section-B** contains 3 questions. Question Nos. 8-9 are of 5 marks each. The answer of these questions should be given in 20-25 lines. Question No 10 carries 10 marks with internal choice, the answer of which should be given in 4-5 Pages.
 - (vi) **Section-C** has 3 questions. Question Nos. 11-12 are of 5 marks each. The answer of these questions should be in 20-25 lines. Question No.13 carries 10 marks with internal choice, the answer of which should be given in 4-5 pages.

Section-A

1.

- (i) Write the name of the organization in which the term ‘Gang Boss’ is used. 1
 - (ii) Are decentralization and delegation same or different? 1
 - (iii) Write names of any two techniques of control. 1
 - (iv) List any two merits of time wage system. 1
 - (v) Write one principle of co-ordination. 1
 - (vi) Are minimum wages guaranteed under piece wage system? 1
 - (vii) Give one example of gestural communication. 1
 - (viii) Is advertisement an internal source of recruitment? 1
 - (ix) Write any two qualities of a good leader. 1
 - (x) Write one difference between marketing and selling. 1
 - (xi) List any two objectives of marketing. 1
 - (xii) When was the Consumer Protection Act passed? 1
 - (xiii) Is entrepreneurship an organizing function? 1
- 2.** What do you mean by centralization? 2
- 3.** Write any two differences between formal and informal organization. 2
- 4.** What do you mean by on the job training? 2
- 5.** Define supervision. 2
- 6.** What is Consumer Protection Act? 2
- 7.** What is meant by physical distribution? 2

Section-B

8. Discuss various steps in the process of staffing. 5
9. Explain the various steps in control process. 5
10. What is Delegation of Authority? State the steps contained in its process. 2+8
- Or
- What is meant by selection? Discuss various steps in the process of selection. 2+8

Section-C

11. What are the objectives of Sales Promotion Campaigns? 5
12. What is Packaging? Narrate the essentialities of good packaging. 5
13. What do you understand by the term marketing? Discuss its importance. 2+8
- Or
- Define 'Entrepreneur'. Explain the functions of entrepreneur. 2+8