FIRST TERM EXAMINATION, 2012–2013 
BUSINESS STUDIES

Time Allowed : 3 hours \hspace{1cm} CLASS–XII \hspace{1cm} M.M. : 90

General Instructions:

1. Answers to questions carrying 1 mark may be from one word to one sentence.
2. Answers to questions carrying 3 marks may be from 50 to 75 words.
3. Answers to questions carrying 4-5 marks may be from 100 to 150 words.
4. Answers to questions carrying 6 marks may be about 200 words.
5. Attempt all questions.
6. 29b is a value based question.

1. Planning seeks to bridge the gap between two things. Name them. (1 mark)
2. "Management creates a dynamic organization"—How? (1 mark)
3. Your uncle works as a Chief Executive Officer in an organization. What level of Management is he working in? State one function performed at this level. (1 mark)
4. How are management principles flexible? (1 mark)
5. What do you understand by "principles of management"? (1 mark)
6. State one importance of business environment. (1 mark)
7. State any one point of distinction between training and development. (1 mark)
8. Which part of the management process is concerned with obtaining, utilizing, and maintaining a satisfied workforce? (1 mark)
9. Enumerate any two internal sources of recruitment. (1 mark)
10. What is management? (1 mark)
11. It is concerned with instructing, guiding, inspiring people in the organization to achieve its objectives. Name it. (1 mark)
12. What are the two main types of incentives that can be given to employees to improve performance? (1 mark)
13. Management is a full fledged profession. Give 3 reasons to support this statement. (3 marks)
14. State any three differences between authority and responsibility. (3 marks)
15. What do you understand by the term "informal organization"? (3 marks)

P.T.O.
16. Supervision is necessary in an organization. Do you agree? Give any two reasons for your justification. (3 marks)

17. State and briefly explain any two techniques of Taylors Scientific management. (4 marks)

18. Explain the following concepts in short:
   - Liberalisation
   - Privatisation

19. A company manufacturing consumer goods has grown in size. It was a market leader, but with changes in the economic environment and with the entry of MNCs, its market share is declining. The company was following a centralized business model and even the minor decisions were at the hands of the top level. Before 1991 this model was suitable. But now the company is under pressure to reform. What changes in the style of operation should the company bring about. Give 3 reasons for your answer. (4 marks)

20. Briefly explain four characteristics of management. (4 marks)

21. Name and explain the key components that affect general environment of Business. (5 marks)

22. "Planning is an important function of management". Do you agree? Give 5 reasons to favour your justification. (5 marks)

23. Organisations cannot rely on internal sources for filling the manpower requirements. Elaborate on five other sources that organizations rely on. (5 marks)

24. Explain in detail with suitable diagrams Maslows need hierarchy theory of motivation. (5 marks)

25. Explain the various types of communications networks giving diagrams. (6 marks)

26. Describe briefly with a diagram the steps involved in the staffing process. (6 marks)

27. What is meant by "organization structure". Explain any one type of organization structure in detail. (6 marks)

28. Elaborate on any two of the following:
   - Single plans v/s. standing plans
   - Policy v/s. procedure
   - Budget as a plan

29. (A) Explain with examples, how Fayol arrived at the following principles. Any Two.
   - Authority and responsibility (3 marks)
   - Unity of direction
   - Scalar chain (2 marks)
(4) Centralization and decentralization

(B) In Aug. 2012, an American Indian moved to court, because Dunkin Donuts, the food giant of USA refused to allot the owner of a dunkin donut franchise, an additional franchise citing lame excuses. The Lady in question has claims that the only reason she wasn't allotted an outlet in uptown New York was because of her skin colour and the fact that she is originally Indian. proceedings are on and Dunkin donuts refuses to comment. Which principle of Fayol has dunkin donuts violated? Name any three human values that the authorities of this organization lack. (3 marks)