



Roll No.

Total No. of Questions : 16]

[Total No. of Printed Pages : 4

12thARF(SZ)JKUT2024-25

312-Z

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

Note :- All questions are compulsory.

Section-A

1 each

1. (i) Top management consist of

(ii) Selection is considered as a negative function. (True/False)

(iii) Direction is the essence of management. (True/False)

(iv) Supervision reduces the cost of production. (True/False)

(v) Working capital is term finance.

12thARF(SZ)JKUT2024-25-312-Z

B-12-Z

Turn Over

(2)

(vi) Give the meaning of finance.

(vii) Promotion increases the sales of a product. (True/False)

(viii) is interpersonal communication.

Section-B

3 each

2. What do you mean by Economic-Environment ?

3. Define planning.

4. Explain functional type of organisation.

5. Give the meaning of selection.

Section-C

4 each

6. Discuss *four* points of importance of planning.

7. Explain the importance of delegation of authority.

12thARF(SZ)JKUT2024-25-312-Z

B-12-Z

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.

Or

Define management. Explain various levels of management.

12. Explain any six principles of management given by H. Fayol.
<https://www.jkboseonline.com>

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.

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.

(B-12-Y)

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12thARF(SZ)JKUT2024-25

312-Y

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

Note :- All questions are compulsory.

Section-A

1 each

1. (i) Management is Tangible in nature. (True/False)

(ii) H.R.M. stands for

(iii) Effective communication does not require.....

(iv) House rent is a financial incentive. (True/False)

(v) Working capital is also known as circulating capital.

(True/False)

12thARF(SZ)JKUT2024-25-312-Y

B-12-Y

Turn Over

(vi) What do you mean by over-capitalisation ?

(vii) Marketing creates place utility. (True/False)

(viii) What do you mean by public relations ?

Section-B

3 each

2. What do you mean by on the job training ?
3. Explain the concept of political environment.
4. Discuss any *three* features of planning.
5. What do you mean by decentralisation ?

Section-C

4 each

6. Explain the steps involved in the process of planning.
7. Explain the importance of delegation of authority.

12thARF(SZ)JKUT2024-25-312-Y

B-12-Y

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.
<https://www.jkboseonline.com>

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.

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.

B-12-X

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12thARF(SZ)JKUT2024-25

312-X

BUSINESS STUDIES

Time : 3 Hours]

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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

12thARF(SZ)JKUT2024-25-312-X

B-12-X

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.

12thARF(SZ)JKUT2024-25-312-X

B-12-X

(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.
<https://www.jkboseonline.com>

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.

12thARF(SZ)JKUT2024-25-312-X

B-12-X

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.

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12thARNKD(W/Z) JKLUT-2025

1112-B

BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

Note:- “Attempt any 68 Marks out of 80 Marks”.

SECTION-A

(1 mark each)

1. ☒ (i) Management is oriented.
- ☒ (ii) Planning is consuming process.
- ☒ (iii) Decentralisation burden of top management.
- ☒ (iv) Working capital is required to meet needs of the business.

12thARNKD(W/Z) JKLUT-25-1112-B

Turn Over

(v) The source of fixed capital is not:

(a) Issue of shares

(b) Creditors

(c) Issue of debentures

(d) Loan from Industrial financial corporation of India

(vi) Consumer Protection Act was passed in

(vii) Consumer dispute settlement agencies are:

(a) District Commission

(b) State Commission

(c) National Commission

(d) All of the above

(viii) Who is a Consumer?

SECTION-B

(3 marks each)

2. What is meant by 'division of work'?

3. Distinguish between unity of command and unity of direction.

4. What is Liberalisation?

5. What are the responsibilities of a consumer?

SECTION-C

(4 marks each)

- ✓ 6. What is Staffing? Describe its importance.
- ✓ 7. Explain recruitment. Describe various sources of recruitment.
- ✓ 8. Explain Maslow's Need Hierarchy theory of motivation.
- ✓ 9. Discuss the importance of leadership in management.
10. Explain steps in controlling process.

SECTION-D

(6 marks each)

- ✓ 11. Define management. Discuss its main objectives.

OR

Explain various functions of management.

- ✓ 12. What is meant by Planning? Discuss the importance of planning.

OR

Explain various limitations of planning.

✓ 18. Differentiate between formal and informal organisation.

OR

What is meant by Delegation? Explain its various elements.

✓ 14. What are the factors determining the price of a product? Explain.

OR

State and explain various methods of sales promotion.

SECTION-E

(8 marks each)

15. Define capital structure. Discuss the factors affecting capital structure.

OR

What is meant by financial decision? What factors influence this decision?

✓ 10. Discuss various functions of Marketing.

OR

What is marketing mix? Explain its main components.
