

Roll No.....

Total No. of Questions : 16]

[Total No. of Printed Pages : 4

12thARNKD(W/Z) JKLUT-2025

1112-C

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 leads to rigidity. (True/False)
- (iii) Organisation involves division of work. (True/False)
- (iv) Fixed capital is used to purchase assets.
- (v) The source of working capital:
 - (a) Debtors
 - (b) Bank overdraft
 - (c) Cash Sales
 - (d) All the above ✓

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Turn Over

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(vi) Consumer dispute settlement agencies are:

- (a) District Commission
- (b) State Commission
- (c) National Commission
- (d) All the above ✓

(vii) A consumer can file a complaint against *unfair* trade practices.

(viii) *News* play an important role in consumer awareness.

SECTION-B

(3 marks each)

2. State the nature of management principles.
3. Explain the principle of 'Unity of Command'.
4. Write short note on Economic Environment of business.
5. State three rights of consumers.

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SECTION-C

(4 marks each)

6. Discuss various steps in the process of Staffing.
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.

Turn Over

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13. 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?

16. Discuss various functions of marketing.

OR

What is marketing mix? Explain its main components.
