

12<sup>th</sup>ARNKD(W/Z) JKLUT-2025

1112-A

# BUSINESS STUDIES

Time : 3 Hours]

[Maximum Marks : 80

**Note:- "Attempt any 68 Marks out of 80 Marks".**

## SECTION-A

(1 mark each)

1. ☒ (i) Controlling can not be exercised without .....
- ☒ (ii) A rule lays down a course of .....:.....
- ☒ (iii) Delegation grants ..... to subordinates.
- ☒ (iv) Net working capital = .....
- ☒ (v) Dividend refers to the amount of profit distributed among .....
- ☒ (vi) A consumer has rights and not responsibilities. (True/False)

~~(7)~~ Which quality certification mark is used to ensure safety of electric goods?

(a) AGMARK

(b) Hall mark

~~(c)~~ ISI

(d) FPO

RTH

~~(7)~~ What can serve as a proof for purchase of goods for filing a complaint in consumer forum?

### SECTION-B

(3 marks each)

2. What is meant by scalar chain principle of management?

~~(3)~~ Define Taylor's scientific management.

~~(4)~~ State various dimensions of business environment.

~~(5)~~ What is meant by Consumer protection?

**SECTION-C**

(4 marks each)

- 6. What are various methods of training?
- 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.

13. Differentiate between formal and informal organisation.

**OR**

~~Q~~ What is meant by Delegation? Explain its various elements.

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

**OR**

~~Q~~ 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**

~~Q~~ What is marketing mix? Explain its main components.

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