

**THE JAMMU AND KASHMIR STATE BOARD OF SCHOOL EDUCATION,  
ACADEMIC DIVISION, REHARI COLONY, JAMMU**

**(MODEL PAPER)**

**BUSINESS STUDIES (12<sup>TH</sup>)**

**Time Allowed : 3 hours**

**Max. Marks : 100**

**LONG ANSWER TYPE QUESTIONS**

**Q. 1.** Explain the functions of Management.

OR

“Co-ordination is the essence of Management” Explain.

**6 marks**

**Q. 2.** Explain the importance of Organizing.

OR

Explain factors determining Delegation of authority.

**6 marks**

**Q. 3.** Describe the nature and importance of directing.

OR

Explain Maslow’s Need Hierarchy theory.

**6 marks**

**Q. 4.** Explain the role of financial planning in financial management.

OR

What is Financial Management? What are its objectives?

**6 marks**

**Q. 5.** What is Marketing Mix? Explain its Main elements.

OR

Distinguish between advertising and personal selling.

**6 marks**

**SHORT ANSWER TYPE QUESTIONS**

**Q. 6.** Differentiate between Motion study and Time study.

**4 marks**

**Q. 7.** Explain the following:

a) Liberalization

b) Globalization

**4 marks**

**Q. 8.** Explain in brief any four limitations of Planning.

**4 marks**

**Q. 9.** Distinguish between delegation and decentralization of authority (Any four points).

**4 marks**

**Q. 10.** Write a short note on:

a) Recruitment

b) Selection

**4 marks**

**Q. 11.** Enumerate any four qualities of a good leader.

**4 marks**

**Q. 12.** Differentiate between Fixed capital and Working capital (Any four points).

**4 marks**

**Q. 13.** What are the functions of Financial Market?

**4 marks**

**Q. 14.** Differentiate between Selling and Marketing (Any four points).

**4 marks**

**Q. 15.** State the responsibilities of Consumers to safeguard their interest (Any four).

**4 marks**

