

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

**1112-B**

# **BUSINESS STUDIES**

**3 Hours]**

**[Maximum Marks : 80**

**“Attempt any 68 Marks out of 80 Marks”.**

## **SECTION-A**

**(1 mark each)**

- 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.

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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)

What is meant by 'division of work'?

Distinguish between unity of command and unity of direction.

What is Liberalisation?

What are the responsibilities of a consumer?

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**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.

2. What is meant by Planning? Discuss the importance of planning.

**OR**

✓ Explain various limitations of planning.

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)

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

**OR**

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

Discuss various functions of Marketing.

**OR**

What is marketing mix? Explain its main components.

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