

**BUSINESS STUDIES Class – XII (2012-13)**

**Max. Marks - 90**

**Practice Paper -I**

**Time - 3 Hrs.**

**General Instructions: -**

1. Answers to questions carrying 1 mark may be from one word to one sentence.

2. Answer to questions carrying 3 marks may be from 50 to 75 words.

3. Answer to questions carrying 4-5 marks may be about 150 words

4. Answer to questions carrying 6 marks may be about 200 words.

5. Attempt all parts of a question together.

- |     |  |   |
|-----|--|---|
| Q.  |  |   |
| 1.  | What does placement refer to?  | 1 |
| 2.  | Define the term 'leadership'.  | 1 |
| 3.  | It refers to the way in which urges, drives, desires, aspirations, strivings or needs direct control and explain the behavior of human beings. Which element of directing is indicated here?   | 1 |
| 4.  | Name the step in the process of control which will come after 'establishment of standards' and 'measurement of performance'.   | 1 |
| 5.  | What is the primary aim of financial management?   | 1 |
| 6.  | How does choice of technique affect the requirement of fixed capital?  | 1 |
| 7.  | It refers to allotment of securities by a company to institutional investors and to some selected individuals. Name it.  | 1 |
| 8.  | Mention anyone function of financial market.   | 1 |
| 9.  | Philip Kotler has defined it as, 'a social process by which individual groups obtain what they need and want through creating offerings and freely exchanging products and services of value with others'. Mention the process indicated here. | 1 |
| 10. | How do customer support services as a marketing function prove effective?  | 1 |
| 11. | Ahmed wants to buy an iron. As an aware customer how can he be sure about the quality of iron?   | 1 |
| 12. | If R.N. Vijay is not satisfied with the order of the District Forum, where can he appeal?  | 1 |
| 13. | State any three reasons as to why proper understanding of management principles is necessary.  | 3 |
| 14. | Illustrate the principle of initiative through a suitable example.   | 3 |
| 15. | Explain briefly with the help of an example, how planning provides the basis for control.  | 3 |
| 16. | Explain any two limitations of planning.   | 3 |
| 17. | Explain in brief any three functions of 'Labeling'.  | 3 |

# Gauteng Grade 1business Studies Exam Paper

**Marco Cascella**



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