

Self Assessment Paper

General Instructions :

- (i) Candidates are allowed 15 minutes for only reading the paper. They must not start writing during this time.
- (ii) Answer **Question 1** from **Part I** and **any five** questions from **Part II**.
- (iii) The intended marks for questions or part of questions are given in brackets [].

PART - I

(20 marks)

(Answer *all* questions)

1. Answer briefly each of the questions (i) to (x). [10 × 2]

- (i) Which component of general environment of a business prohibits advertising of alcoholic beverage?
- (ii) Identify the sources of funds for partnership firms.
- (iii) Define equity shares.
- (iv) Who can file a complaint in a Consumer Court?
- (v) Expand the terms ISI and AGMARK.
- (vi) What is centralization?
- [AI]** (vii) Write any two features of Profession.
- (viii) Why is working capital also known as circulating capital?
- (ix) What is meant by publicity?
- [AI]** (x) What is "Hybrid Security"?

PART - II

(60 marks)

(Answer *any five* questions)

- 2. (a) Management is considered to be both an Art and a Science. Explain.
(b) Explain the nature of Principles of Management.
- [AI]** (c) Explain any five types of debentures through which a public limited company can collect its borrowed capital from the public.
- 3. (a) Explain any three internal factors of micro environment of a business organisation.
(b) Explain Social Dimension and Technological Dimension of Business Environment.
(c) Define 'Planning'. Explain the first two steps in the process of planning.
- 4. (a) Write the functions of Marketing.
(b) Explain the steps in the process of organising.
(c) Write any five responsibilities of a consumer.

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5. **AI** (a) What are the features of a well co-ordinated enterprise?
(b) Explain the following tools of promotion mix ;
(i) Advertising
(ii) Personal Selling
(iii) Sales Promotion
(iv) Publicity
(c) Explain any five functions of labelling.
6. **AI** (a) What is meant by sweat equity shares?
(b) 'Modern era demands for the management at every level.' Enumerate the statement by giving the utilities of management in modern time.
(c) State any five differences between Equity Shares and Debentures.
7. (a) Distinguish between cash credit and loan?
(b) "Equity shareholders are residual owners." In the context of this statement, explain various features of equity shares.
- AI** (c) "Maslow's need hierarchy is considered fundamental to understanding of motivation". Explain the role of need hierarchy in motivation.
8. (a) You are organising manager in a company. Director of the company asks you to organise a project. What first three steps will you follow? Explain.
(b) What is meant by working capital. Explain any three types of working capital required by a business concern.
(c) Explain by giving any four reasons, why proper staffing is required in an organisation.
9. Write short notes on :
(a) Importance of controlling.
(b) Internal sources of recruitment.
(c) Business Environment.

