

Total No. of Questions: 10

Roll No. :

Total No. of Pages: 2

Half Yearly Examination 2019-20

Class : 12

BSE-864

Subject : Business Studies

Time : 3.15 Hours

M.M. : 70

Note : (i) Candidate/Student write their Roll Number on the Question Paper Compulsory.

(ii) All Questions are Compulsory.

(iii) Marks of all questions are mentioned in front of the question.

(iv) Write all the Answer in the given Answer booklet at one place.

SECTION-A

1. Explain the management is on intangible force. 1
2. What is the mean of innovation. 1
3. What is strategic Management? 1
4. Write down any two techniques of motivation. 1
5. What do you mean of sales promotion? 1
6. What is the mean of void contract? 1
7. Define the consideration. 1
8. Write down any two characteristics of a leader. 1

SECTION-B

9. Explain how insurance give peace of mind. 2
10. Write down any two objects of entrepreneurship. 2
11. Explain the meaning of FRAUD by an example. 2
12. Give the short notes on : 1 + 1 = 2
(A) Implied offer
(B) Counter offer
13. Write down primary objects of management. 2
14. Write down the motivating factors given by Herzberg. 2
15. What is the mean of sandwich men Advertisement. 2
16. What is mean by Quantum Meruit. 2
17. Is keeping Jewellery in Bank Locker a bailment contract. 2
18. Explain "No return not contract". 2

P.T.O.

(2)

SECTION-C

19. Write down the differences of insurance and Assurance. 3
20. Explain the management is a science and art. 3
21. In the situation of natural interest conflicts which interest should supersede according to Fayol. 3
22. Write down any one definition of leadership by the management experts. 3
23. Explain the following medium of advertisement : 1+1+1 = 3
(A) Purchase Point Advertisement
(B) Entertainment Advertisement
(C) Magazine Advertisement
24. Explain when does an agreement become a contract. 3
25. Write the name of Maslow's need Hierarchy theory. 3
26. Write down any three methods of consumer promotion. 3
27. Explain the function of insurance agent. (Any three) 3

SECTION-D

28. Define the insurance and write its characteristics. 5

OR

Explain the scope of Insurance in brief.

29. Explain the agreement's declared void by Indian contract Act. 5

OR

Elucidate the legal provisions related to offer and acceptance.

30. Explain in brief merits and demerits of Advertisement. 5

OR

Write down any six techniques of advertising.



BSE-864