



DAV NANDRAJ PUBLIC SCHOOL

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FREQUENTLY ASK QUESTIONS IN BOARD EXAMINATION (XII)

SUBJECT: BUSINESS STUDIES

CHAPTER NAME:

1. Explain the four elements of marketing mix.
2. Explain any four factors affecting determination of the price of a product or service
3. It was established by the Government of India on 12 April 1988 as an interim administrative body to promote orderly and healthy growth of the securities market and for investor protection. It was given statutory status in 1992 through an Act of Parliament.
 - (I) Identify the regulatory body which has been highlighted above.
 - (II) State the three objectives of the regulatory body identified in part (I).
 - (III) State any two functions that are performed for the development of the securities market by the regulatory body identified in part (I).
4. Give any four points of difference between advertising and personal selling.
5. Read the statements given in point 1 and 2, answer the questions that follow:
 - 1) **Tea is produced in Assam but is carried to customers not only in this state but also in other parts of the country.**
 - a) Identify and explain the function of marketing that enables the marketer to achieve its goals.
 - b) Enumerate any two factors that marketer should take into consideration in order to analyse the identified needs.
 - 2) **Paddy is grown during summer season but its demand and sale takes place throughout the year.**
 - a) Name and state the function of marketing which should be undertaken to reduce the gap between production and consumption of Paddy.
 - b) State by giving two reasons as to why proper discharge of this function is important.
6. Mr. Akshay, a 20 year old college student purchased a book online from XYZ Pvt Ltd and when it was delivered, he noticed that there was no MRP mentioned on it. He browsed the internet and found that the book was sold at different prices in different places. He filed a case in District forum against the publisher. The court held in favour of Akshay and awarded a compensation of ₹ 10,000.
 - a) Identify and state the consumer right violated in the above case.
 - b) Name and explain the right exercised by Mr. Akshay.
7. Choco Ltd. offers a wide variety of chocolate products. It has an action program of not selling its products by their generic name but under different names like Choco-silk bar, Choco-Munchy and Choco-crunchy etc. for different customer segments. All these names have great popularity and acceptability in the markets.

As the company policy the products were offered at reasonable and affordable prices for targeting a mass customer base.

During the festive season the company launched a massive promotional campaign to increase its revenue and achieve its communication objectives. The company introduced free gifts for the customers.

Their on-ground sales team delivers the product not only to the departmental stores but also to small shops, so that all segments of customers can easily get the products. They also provide information and support services to customers to ensure repeat sales.

From the viewpoint of the management function, briefly explain any four activities of marketing which the firm will be involved in, apart from the above-mentioned ones it's already performing.

8. Mayank purchased a pack of chocolates of a renowned brand for his daughter from a shop in the nearby market. After consuming the chocolates, his daughter fell sick. He filed a case with the District forum against the renowned brand. He lost the case because of a mistake that he could not provide proof of purchase. What should be kept in mind by a consumer while purchasing, using and consuming goods and services apart from avoiding the mistake committed by Mayank, in order to enable him/her to achieve the objective of consumer protection? Enumerate any four points.
9. State any four factors affecting the financial decision that is concerned with raising of finance using shareholders' funds and borrowed funds.
10. State any three objectives of the Securities Exchange Board of India. Or State any three functions performed by the stock exchange.
11. List any three factors affecting the Working Capital requirement of a company.
12. Enumerate any five rights of a consumer under the Consumer Protection Act, 2019.

OR

Enumerate any five responsibilities of a Consumer Protection Act, 2019

