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MARKING SCHEME
PRACTICE PAPER (2021-22)
CLASS : XII
SUBJECT: BUSINESS STUDIES (054)

Time Allowed : 90 Min.

Maximum Marks : 40

समय : 90 मिनट

अधिकतम अंक - 40

1. (b) Management as an Art
2. (a) Planning
3. (b) Product
4. (a) Top level management
5. (d) Unity of command
6. (d) Brand Name
7. (c) Management is all pervasive
8. (b) Personal selling
9. (d) Functional structure
10. (b) Planning provides direction
11. (b) Organising
12. (d) Planning essentially involves choice of best alternative from among various alternatives and activities
13. (d) Gathering and analysing market information

14. (b) Economic environment
15. (b) Marketing and selling are synonyms
16. (c) Where we are, where we want to go
17. (b) Standardisation
18. (a) Inter-relatedness
19. (c) Subordination of individual interest to general interest
20. (c) The number of subordinates that can be effectively managed by a supervisor
21. (b) Production
22. (b) Relativity
23. (c) Benefits of specialisation
24. (d) Centralisation & decentralisation
25. (c) Social
26. (b) Evaluation of alternatives
27. (c) Selling concept
28. (c) Identify the opportunities and getting the first mover advantage
29. (b) Social objective
30. (a) maximum
31. (a) Coordination integrates group efforts

32. (a) Statement I is correct and II is wrong
33. (c) Stability of tenure
34. (c) Organisation structure
35. (c) The essence of management
36. (b) Planning is futuristic
37. (a) To ensure that her department has necessary personnel
38. (d) Promotion mix
39. (a) Management is a continuous process
40. (b) Well defined body of knowledge
41. (b) Planning reduces creativity
42. (c) Simplification
43. (a) Statement I is correct and II is wrong.
44. (c) Management helps in the development of society
45. (b) Setting objectives
46. (b) Route clerk, disciplinarian
47. (c) Design
48. (c) Both (A) and (R) are correct, and (R) is the correct explanation of (A)
49. (a) Delegation of authority
50. (d) Both 'b' and 'c'

51. (b) Coordination
52. (d) was able to open branches of restaurant in Agra and Kanpur also
53. (b) Development as a manager
54. (b) compulsory
55. (b) Technological environment
56. (b) Grading
57. (a) Product
58. (c) Planning does not guarantee success.
59. (b) Harmony, not discord
60. (c) Equity