



EDUCATION SOLUTION

An Initiative of Vaishali Education Point

**TEST
BUSINESS STUDIES
CLASS-XII**

**Maximum Marks: 35
Duration: 1 hr 30 min**

- Ques-1** State any two functions of top-level management. [3 Mark]
- Ques-2** "Management is regarded as fully-developed profession." Do you agree ? Give reasons. [3 Mark]
- Ques-3** What is the essence of management? [1 mark]
- Ques-4** What is marketing mix and discuss its elements. [5 mark]
- Ques-5** Explain Brand, Brand name, Brand Mark and Trade mark. [5 mark]
- Ques-6** Firm has to strike a balance between the cost of warehousing and the level of customer service. How? [5 mark]
- Ques-7** Explain six factors affecting determination of price of a product. [5 mark]
- Ques-8** Are critics justified in raising objections against advertising? Explain [5 mark]
- Ques-9** Explain how Packaging acts as silent salesman? [3 mark]