

**GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION
ALTO-BETIM , GOA
SYLLABUS -2023-24 ONWARDS**

BUSINESS STUDIES

CLASS—XII

PART A: PRINCIPLES AND FUNCTIONS OF MANAGEMENT:

UNIT 1. NATURE AND SIGNIFICANCE OF MANAGEMENT.

- (a) Management—Meaning, Definition, Features and Effectiveness vs. Efficiency.
- (b) Objectives -Organisational-Survival, Profit and Growth, Social objectives and Personal objectives)
- (c) Importance /Significance of Management.
- (d) Nature of management - Art, Science and Profession—Meaning and features.
- (e) Levels of Management - Concept and functions.
- (f) Management Functions-Planning, Organising, staffing, Directing and Controlling.
(Meaning)
- (d) Coordination- Meaning and Features/Characteristics.

UNIT 2. PRINCIPLES OF MANAGEMENT.

- (a) Principles of Management- Meaning, Nature of principles of management.
- (b) Significance/Importance of principles of management.
- (c) Taylor’s Scientific Management—Meaning and Principles of Scientific Management.
Techniques of Scientific management- Functional Foremanship, Standardisation of work, Simplification of work, techniques of scientific work study (Fatigue, Method, Time and Motion study), Differential Piece Wage System.
- (d) Henri Fayol’s principles of General Management.

UNIT 3. BUSINESS ENVIRONMENT.

- (a) Business Environment—Meaning, Definition and Features of business Environment.
- (b) Significance/ Importance of Business Environment.
- (c) Dimensions of Business Environment-Economic, Social, Technological, Political and Legal.
- (d) liberalisation, Privatisation and Globalisation-Meaning and features.
- (e) Impact of economic policy on business and industry.

UNIT 4. PLANNING.

- (a) Planning- Meaning, Definition and Features.
- (b) Importance/Significance of Planning.
- (c) Limitations of Planning.
- (d) Planning process- Steps.
- (e) Types of Plans: - Objective, strategy, Policy, Procedure, Method, Rule, Budget and Programme.

UNIT 5. ORGANISING.

- (a) Organising—Meaning, Definitions and Importance of Organising.
- (b) Steps in the process of Organising.
- (c) Organisational Structure-Meaning:
Types of Organisational Structure: Functional and Divisional Structure-Meaning and Merits.
Formal and Informal Organisation-Meaning.
- (d) Delegation of Authority—Meaning and Elements(Authority, Responsibility and Accountability)
and importance of delegation.
- (e) Decentralisation of Authority—Meaning and Importance.

UNIT 6. STAFFING.

- (a) Staffing-Meaning, Definition, Need/of staffing.
- (b) Importance of staffing.
- (c) Staffing as a part of Human resource Management—Duties and Functions.
- (d) Staffing Process-Steps in the process of Staffing (Steps as per NCERT book).
- (e) Aspect/ Components of staffing:
 - I. Recruitment-Meaning, Internal sources and external sources of recruitment.
 - II. Selection-Meaning and Selection process.
 - III. Training and Development- Meaning and Importance /benefits of training to the organisation and to the employees.

UNIT 7. DIRECTING.

- (a) Directing- Meaning, definition and features/Characteristics.
- (b) Importance of Directing.
- (c) Elements of Directing:
 - I. Supervision- Meaning and Functions/ Role of a supervisor.
 - II. Motivation- Meaning, Maslow's Need Hierarchy Theory of Motivation, Types of Financial and non-financial incentives.
 - III. Leadership- Meaning and Qualities of a good leader.
 - IV. Communication- Meaning, Formal and Informal communication (Meaning), Barriers in the process of communication and Improving communication effectiveness (How to overcome barriers of communication)

UNIT 8. CONTROLLING.

- (a) Controlling-Meaning, definition and Features.
- (b) Importance of controlling.
- (c) Relationship between controlling and Planning.
- (d) Steps in the process of Controlling.

PART—B : BUSINESS FINANCE AND MARKETING:

UNIT 9. FINANCIAL MANAGEMENT/BUSINESS FINANCE.

- (a) Financial Management—Meaning.
- (b) Objectives of Financial management.
- (c) Financial decisions- Investment, Financing and Dividend decisions -Meaning.
- (d) Financial Planning- Meaning and importance of Financial Planning.
- (e) Financial Structure- Meaning and factors determining the capital structure.
- (f) Fixed capital- Meaning and factors determining requirement of fixed capital.
- (g) Working capital- Meaning and factors determining requirement of working capital.

UNIT 10. FINANCIAL MARKETS.

- (a) Financial Market-Meaning.
- (b) Types of market
 - I. Money Market- Meaning and Instruments of Money Market.
 - II. Capital Market-Meaning, Primary Market and Secondary Market-Meaning.
- (c) Stock Exchange/Stock Market- Meaning, Meaning of NSDL and CDSL, Functions and Steps in the trading and settlement procedure.
- (d) National Stock Exchange of India-Meaning and Objectives.
- (e) Securities Exchange Board of India- Meaning, Objectives and Regulatory functions.

UNIT 11. MARKETING MANAGEMENT.

- (a) Marketing Management- Meaning, Definition and Functions.
- (b) Marketing vs. Selling.
- (c) Marketing Management Philosophies—Meaning.
- (d) Marketing Mix-Product, Price, Place (Physical distribution) and Promotion—Meaning.
- (e) Elements of Marketing Mix:
 - I. Product Mix

- Product-Meaning.
- Branding-Meaning and characteristics of good brand.
- Packaging- Meaning and Importance packaging.
- labelling-Meaning and Functions of the labelling.

II. Price Mix-meaning and factors determining the price.

III. Place Mix/ Physical Distribution-Meaning, Channel of distribution, Types of channels of distribution and factors determining choice of channels.

IV. Promotion Mix-Meaning.

- Advertising-Meaning, Importance and Objections/Criticism to advertising.
- Personal Selling-Meaning and Qualities of good salesman.
- Sales promotion Techniques-Meaning and sales promotion techniques used for sales promotion.
- Publicity-Meaning.

UNIT 12. CONSUMER PROTECTION.

- (a) Consumer Protection-Concept and Importance of consumer protection from consumer point of view and business point of view.
- (b) Meaning of Consumer and Consumer Protection Act 2019
- (c) Rights and Responsibilities/Duties of consumers.
- (d) Who can file a complaint and against whom?
- (e) Redressal agencies under Consumer Protection Act.
- (f) Reliefs/Remedies available to a consumer.
- (g) Consumer Awareness-Role of a consumer Organisation.

Text Book- Goa Board XII Business Studies (NCERT)

Reference Books :

- (1) Business Studies By Poonam Gandhi.
- (2) Business Studies Modern's abc By Rajesh Kumar Mahaja

**GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION
ALTO-BETIM , GOA**

Weightage to content 2023-24 onward----HSSC

A. 1st FORMATIVE TEST (20 MARKS)

1. Weightage to learning outcomes 1st FORMATIVE TEST -20 Marks

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	05	25%
02	Understanding	10	50%
03	Application	05	25%

2.Weightage to content 1st FORMATIVE TEST-20 Marks.

Unit I to Unit IV

Sr. No	Unit	Topic	Marks	Unit Percentage
01	Unit-I	Nature and significance of management.	06	30%
02	Unit-II	Principle of management	05	25%
03	Unit-III	Business Environment	05	25%
04	Unit-IV	Planning	04	20%

3.Weightage to forms of Questions (1st FORMATIVE TEST) 20 Marks.

Sr. No	Forms of Questions	Marks for each question	No of Questions	Total Marks
01	Objective Type Questions	01	02	02
02	Short Answer Type 1	02	02	04
03	Short Answer Type 2	03	02	06
04	Long Answer Type	04	02	08
Total			08	20

4.The expected time for different type of questions would be as follows:

Sr. No	Forma of Questions	Approx. Time for each Question in Minutes(1)	Number of Question	Approx. time for each form of Questions in Mins.(T x N)
01	Objective Type Questions	03	02	06
02	Short Answer Type 1	06	02	12
03	Short Answer Type 2	09	02	18
04	Long Answer Type	12	02	24
Total			08	60 Minutes

5.Weightage to Type of Questions (1 ST FORMATIVE TEST) 20 Marks.

Sr. No	Types of Questions	No of Questions	Marks	Weightage (%)	Time Allotted (Minutes)
01	Objective Type Questions	02	02	10	06
02	Short Answer Type 1	02	04	20	12
03	Short Answer Type 2	02	06	30	18
04	Long Answer Type	02	08	40	24
Total		08	20	100%	60Minutes

6.Weightage to difficulty level questions (1 ST FORMATIVE TEST) 20 Marks

Sr. No	Estimated difficulty level of Questions	Percentage
01	Easy	30%
02	Average	60%
03	Difficult	10%

7. Scheme of options:

There is an internal choice in Question No:- 08.

Blue Print of Model Question Paper

First Formative Exam 2023-24

Sub: Business Studies

Std: XII

Maximum Marks: 20

UNITS	KNOWLEDGE				UNDERSTANDING				APPLICATION				TOTAL MARKS
	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	
1-Nature and Significance of management								8(4)	1(1) 2(1)				06
2-Principles of management			5(3)*			3(2)							05
3-Business environment		4(2)									6(3)		05
4-Planning								7(4)					04
Total Marks		02	03			02		08	02		03		20
	05 (25%)				10 (50%)				05 (25%)				20

- Inside Bracket indicates '**Marks**'
- Outside Bracket indicates '**Questions**'
- Optional questions indicated 'Star *'

B. 2nd FORMATIVE TEST (20 MARKS)

1. Weightage to learning outcomes -2nd FORMATIVE TEST (20 MARKS)

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	05	25%
02	Understanding	10	50%
03	Application	05	25%

2. Weight age to content -2nd FORMATIVE TEST (20 MARKS)

Unit V to Unit VIII

Sr. No	Unit	Topic	Marks	Unit Percentage
01	Unit-V	Organising	05	25%
02	Unit-VI	Staffing	05	25%
03	Unit-VII	Directing	07	35%
04	Unit - VIII	Controlling	03	15%

3. Weight age to forms of Questions -2nd FORMATIVE TEST (20 MARKS)

3

Sr. No	Forms of Questions	Marks for each question	No of Questions	Total Marks
01	Objective Type Questions	01	02	02
02	Short Answer Type 1	02	02	04
03	Short Answer Type 2	03	02	06
04	Long Answer Type	04	02	08
Total			08	20

4.The expected time for different type of questions would be as follows:

Sr. No	Forma of Questions	Appr. Time for each Question in Minutes(1)	Number of Question	Approx. time for each form of Questions in Mins.(T x N)
01	Objective Type Questions	03	02	06
02	Short Answer Type 1	06	02	12
03	Short Answer Type 2	09	02	18
04	Long Answer Type	12	02	24
Total			08	60 Minutes

5.Weightage to Type of Questions- 2ND FORMATIVE TEST (20 MARKS)

Sr. No	Types of Questions	No of Questions	Marks	Weightage (%)	Time Allotted (Minutes)
01	Objective Type Questions	02	02	10	06
02	Short Answer Type 1	02	04	20	12
03	Short Answer Type 2	02	06	30	18
04	Long Answer Type	02	08	40	24
Total		08	20	100%	60Minutes

6.Weightage to difficulty level questions- 2ND FORMATIVE TEST (20 MARKS)

Sr. No	Estimated difficulty level of Questions	Percentage
01	Easy	30%
02	Average	60%
03	Difficult	10%

7. Scheme of options:

There is an internal choice in Question No:- 05.

8. Number of main Questions: - 08 Questions.

Blue Print Of Model Question Paper

Second Formative Exam 2022-23

Sub: Business Studies

Std: XII

Maximum Marks: 20

UNITS	KNOWLEDGE				UNDERSTANDING				APPLICATION				TOTAL MARKS
	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	VSA	SA1	SA2	ET	
5—Organising								7(4)	1(1)				05
6—Staffing	2(1)											8(4)	05
7—Directing		3(2) 4(2)					*6(3)						07
8—Controlling							5(3)						03
Total Marks													20
	1+2+2=5(25%)				4+3+3=10(50%)				1+4=5(25%)				20

Inside Bracket indicates '**Marks**'

- Outside Bracket indicates '**Questions**'
- Optional questions indicated 'Star *'

C. Project: 20 Marks.

The list of Project will be send later on.

D. DESIGN OF THE QUESTION PAPER OF BOARD EXAMINATION (80 MARKS)

**GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION
ALTO-BETIM , GOA**

Final Examination 2023-24 onwards

Class : XII

Subject Business Studies

Time: 2 ½ Hrs.

Max.Marks:80

1. Weightage to learning Outcomes.

Sr. No	Learning Outcomes	Marks	Percentage of Marks
01	Knowledge	20	25%
02	Understanding	40	50%
03	Application	20	25%

2. Weightage to content (final Board Examination) 80 Marks.

Unit I to Unit XII

Sr. No	Unit	Topic	Marks	Unit Percentage
01	Unit-I	Nature and significance of management.	08	10%
02	Unit-II	Principle of management	07	8.75%
03	Unit-III	Business Environment	06	7.5%
04	Unit-IV	Planning	05	6.25%
05	Unit-V	Organising	07	8.75%
06	Unit-VI	Staffing	07	8.75%
07	Unit-VII	Directing	08	10%
08	Unit-VIII	Controlling	04	5%
09	Unit-IX	Financial Management	05	6.25%
10	Unit-X	Financial Market	05	6.25%
11	Unit-XI	Marketing	12	15%
12	Unit-XII	Consumer Protection	06	7.5%
Total			80	100%

3.Weightage to forms of Questions 80 Marks.

Sr. No	Forms of Questions	Marks for each question	No of Questions	Total Marks
01	Objective Type Questions	01	16	16
02	Short Answer Type 1	02	06	12
03	Short Answer Type 2	03	08	24
04	Long Answer Type	04	07	28
Total			37	80

4.The expected time for different type of questions would be as follows:

Sr. No	Forma of Questions	Approx. Time for each Question in Minutes(1)	Number of Question	Approx. time for each form of Questions in Mins.(T x N)
01	Objective Type Questions	01	16	16
02	Short Answer Type 1	3.45	06	21
03	Short Answer Type 2	5.30	08	43
04	Long Answer Type	10	07	70
Total			37	150 Minutes

**GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATIONALTO-BETIM , GOA
BLUE PRINT SUB:- BUSINESS STUDIES -XII**

Subject Code:-H-4655

Total No of questions: - 37 Duration: - 2.30 Hrs

Maximum Marks: 80

UNITS	KNOWLEDGE				UNDERSTANDING				APPLICATION				TOTAL MARK
	VSA	SA1	SA2	LA	VSA	SA1	SA2	LA	VSA	SA1	SA2	LA	
1-Nature and Significance of management	1(1)						23(3)*	31(4)					08
2-Principles of management					2(1)		24(3)				25(3)		07
3-Business environment	3(1)							32(4)	4(1)				06
4-Planning	5(1)							33(4)					05
5-organising	6(1)	17(2)			7(1)		26(3)						07
6 staffing	8(1)					18(2)						34(4)	07
7-Directing	9(1)							35(4)*			27(3)		08
8-controlling		19(2)				20(2)							04
9-financial management	10(1)						28(3)*		11 (1)				05
10-Financial Market	12(1)							36(4)					05
11-Marketing	13(1)		29 (3)		14 (1)	21(2)			15 (1)			37 (4)	12
12-consumer protection	16(1)		30 (3)*							22 (2)			06

Total Marks	10	04	06		03	06	12	20	03	02	06	08	80
	20				41				19				80

Figures outside bracket – Question nos. on question paper

Figures inside bracket – marks allotted to respective question

GOA BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION

ALTO-BETIM, GOA

Final Examination 2023-24 onwards

MODEL QUESTION PAPER

Subject: - Business Studies

Std: XII (HSSCE)

SubjectCode:H-4655

Total No Questions: -37

Duration: - 2.30 hours

Maximum Marks: - 80

Instructions:

1. Answer all Questions.
2. Question paper contains 37 questions.
3. Questions No. 1 to 16, which includes multiple choice and very short answer type question for 1 mark each.
4. Questions from 17 to 22 are of 2 marks each and to be answered in 30 words.
5. Questions from 23 to 30 are of 3 marks each and to be answered in 60 words.
6. Questions from 31 to 37 are of 4 marks each and to be answered in 100 words.
7. There is no overall choice however, internal choice is provided in question Nos. 23,28,30 and 35.

1	Name the level of management that determines the overall organisational objectives and strategies for their realisation.	1
2	'The principles of management are intended to be applied for all types and sizes of the organisations. Which feature is highlighted from the above statement? <ul style="list-style-type: none"> • General guidelines • Flexible • Universally applicable • Mainly behavioural 	1
3	What is 'disinvestment' with reference to the privatisation?	1
4	"People have developed a taste for better quality products even though they may have to pay more for it". Identify the business environment. <ul style="list-style-type: none"> • Economic • Technological 	1

	<ul style="list-style-type: none"> • Legal • Social 	
5	Name the type of plan in which the sequence to perform a job is determined.	1
6	State the organisational structure which has no written rules and fixed lines of communication.	1
7	The step of organising process which leads to creation of hierarchical structure and coordination among various departments is----- <ul style="list-style-type: none"> • Identification and division of work • Departmentation • Assignment of duties • Establishing reporting relationship. 	1
8	Mention the selection test that is used to measure the individual potential for learning new skills.	1
9	Ram is looking for a job where he can earn at least Rs. 20,000/- to make his living. State the need as per Maslow's theory of motivation in the above case:-	1
10	Which type of investment decision relates to short-term and affects day to day operations of a company?	1
11	Herambh Ltd is a leading mobile company. It is planning to acquire Siddhi Ltd business worth Rs. 2,000 crore. Which financial decision is involved in it. <ul style="list-style-type: none"> • Financing decision • Dividend decision • Investment decision • Working capital decision 	1
12	Mention the money market instrument that is used by the banks to maintain cash reserve ratio.	1
13	A product concept of marketing philosophies focuses on ----- a) sustainable development b) maintaining high quality c) protecting the environment d) increasing production	1
14	Which of the following is an objection to advertising? a) Expressiveness b) Undermines social values c) Enhancing customer satisfaction d) Mass reach	1

15	<p>Rashmi boutique decided to offer 15% less than MRP. Identify the sales promotion technique adopted by Rashmi boutique.</p> <ul style="list-style-type: none"> • Discount • Quantity gift • Usable benefits • Refund 	1
16	<p>A consumer right that allows to set up their own grievance cell is-----.</p> <ol style="list-style-type: none"> a) Right to safety b) Right to consumer education c) Right to be heard d) Right to seek redressal 	1
17	State four advantages of functional structure.	2
18	Describe Placement and Orientation as a stage of staffing process.	2
19	State first four steps involved in the process of controlling.	2
20	“The Controlling function of management is regarded as a key function for organisational success”. With reference to the above statement explain two importance of controlling.	2
21	Describe two factors which determines channel of distribution.	2
22	Ajay is planning to buy a gold necklace to his beloved wife and Priyesh is planning to buy an electronic iron. Suggest which standard marks both should see on the respective products as the assurance of a good quality.	2
23	<p>Describe three features of Co-ordination.</p> <p>OR</p> <p>“Management is called as a Profession.” Describe.</p>	3
24	<p>Explain briefly the following general principles of management:</p> <ol style="list-style-type: none"> (a) Discipline (b) Unity of Direction. (c) Scalar chain. 	3
25	<p>In a manufacturing company as many as 100 labourers are working in the planning and production department. Eight specialist have been appointed to look after their work to issue command to them.</p> <ol style="list-style-type: none"> 1. Identify the technique of scientific management being followed in the above case. 2. Name the authority who will be the incharge of Planning and Production department. 3. Which general principle of management is being ignored in The above case. 	3
26	Describe the elements of delegation.	3

27	Ritika Ltd assured their employees that inspite of recession no employees will be retrenched from the job. 1.Name and explain the type of incentive offered to the employees by Ritika Ltd. 2.Explain two more incentives of the same category.	3
28	Explain four factors which are affecting the choice of capital structure. OR Explain four factors which should be consider while determining requirement of the fixed capital.	3
29	State six characteristics of a good brand.	3
30	What are the different reliefs or remedies available to a consumer as per consumer protection act? (Six points) OR What role perform by the consumer associations and NGOs for the protection and promotion of interest of consumer? (Six points)	3
31	Explain the importance of management.(Four Points)	4
32	Explain four impacts of new industrial policy on business and industry.	4
33	No doubt planning is an important tool of management yet it is not a remedy for all types of problems. Explain its four limitations.	4
34	Screenmap Ltd. is a highly reputed company. The employees of this organisation are very happy and they discussed how they came in contact with this organisation. a) Aman said that he was introduced by the present Sales manager, Mr. John. b) Benu said that he had applied through the www.naukripao.com. c)Vaibhav said that he was directly appointed from IIM Ahmedabad from where he was about to complete his MBA. d) krisha said she was appointed through nationwide professional body involved in recruitment. Identify and explain the external sources of recruitment mentioned in the above cases.	4
35	Describe in detail four Semantic barriers to communication. OR Describe in detail four qualities of good leader.	4
36	Explain four functions performed by the stock exchanges.	4
37	"Neem laboratories introduced a new shampoo". As a marketing head you are being told to fix price. Suggest and explain four factors that should be consider while pricing.	4

