

Winter Vacation Homework

Class 12 – Business Studies (CBSE)

Instructions:

- Complete all answers neatly in your notebook.
- Write in points and maintain clarity.
- Attempt at least one question daily.
- Submit on the first working day after the winter break.

PART A – Principles and Functions of Management

1. Nature and Significance of Management

- a) Define management.
- b) Explain any four characteristics of management.
- c) Write the difference between Efficiency and Effectiveness.

2. Principles of Management

- a) Explain any five principles of management given by Henry Fayol.
- b) Explain any three principles of Scientific Management by F.W. Taylor.

3. Business Environment

- a) What is business environment?
- b) Explain the five dimensions of business environment.
- c) Give two recent examples of changes in business environment.

4. Planning

- a) Meaning of planning.
- b) Importance of planning (any five points).
- c) Steps in planning process.

5. Organising

- a) Define organising.
- b) Explain the steps involved in the organising process.
- c) Write any four differences between Delegation and Decentralisation.

PART B – Business Finance & Marketing

6. Financial Management

- a) Meaning of financial management.
- b) Explain the concept of fixed capital and working capital.
- c) State any five factors affecting capital structure.

7. Financial Markets

- a) Define financial market.
- b) Differentiate between Capital Market and Money Market (any five points).
- c) Explain the functions of SEBI.

8. Marketing

- a) Define marketing management.
- b) Explain the elements of marketing mix (7Ps).
- c) State any five functions of marketing.

9. Consumer Protection

- a) Define consumer protection.
- b) Explain any five rights of consumers.
- c) Explain the responsibilities of consumers.

10. Project Work

Prepare a brief project (2–3 pages) on any one topic:

- Principles of Management (Choose any company — KFC, McDonald's, Amul, etc.)
- Marketing Strategies of any product
- Consumer Protection and Case Studies