

BUSINESS STUDIES ASSIGNMENT (MAY-JUNE)
CLASS – XII
BUSINESS ENVIRONMENT

- Q1 Business environment includes both 'specific and general forces'. List any four specific forces.
- Q2 To face the situation of inflation, the RBI has reduced the bank rate. Which dimension of business environment is highlighted here?
- Q3 Which aspect of business environment prohibits the advertisement of alcoholic beverages?
- Q4 Why customers have become more demanding due to changes in government policy?
- Q5 In recent times the government has increased the prices of petrol and LPG. which value is being overlooked here?
- Q6 Why is understanding of business environment important for managers? State any five points.
- Q7 What is meant by Globalisation ? List out the various measures taken for globalization of Indian economy.
- Q8 Identify the dimension of business environment highlighted in the foll. cases:
- 1) Preference of 3G phones instead of 2G phones.
 - 2) Demand for new clothes increases during festival season.
- Q9 What role does economic environment play in the business?
- Q10 Why is it said that business environment is a relative concept?

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MARKETING MANAGEMENT

- Q1 What is the focus of modern concept of marketing?
- Q2 Why is marketing called a social process?
- Q3 Which concept of marketing suggests that the organization should earn profit through volume of production?
- Q4 Which concept of marketing suggests that the organization should earn profit through customer satisfaction and social welfare?
- Q5 'Buy 3 get 1 free'. Name the sales promotion technique.
- Q6 How does packaging act as a silent salesman?
- Q7 Name the element of marketing mix which is concerned with making the goods and services available at the right place.
- Q8 Enumerate any two public relations tools.
- Q9 "Dettol soap free with Dermi cool talc". Which sales promotion technique is highlighted here?
- Q10 What is meant by brand name? State any four characteristics of a good brand name?