

DELHI PUBLIC SCHOOL, JAMMU

Assignment (2018-19)

Business Studies

CLASS: XII

1. It merely means granting of authority to subordinates to operate within prescribed limits. Mention the concept referred here. [1]
2. Why is proper organization structure important? [1]
3. Why is conducting an interview important? [1]
4. Workers are always unwilling to take up any kind of work. Due to rise in demand, firm wants them to cooperate to meet pending orders. Suggest which element of directing is suitable for this situation. [1]
5. Rahul is the finance manager of Jahnvi Ltd. His task is to frame a sound financial plan. What should be the essentials of such a plan? [1]
6. A company has a poor debt-equity ratio. It is planning to issue new securities in order to expand its capital structure. What kind of security must be issued to improve the debt-equity ratio? [1]
7. Samarth Enterprises has the following market strategy 'Instead of trying to market what is the easiest for us to make, we must try to find out what the consumer is willing to buy. We must apply our creativity more intelligently to people rather than products.' Which concept is being emphasized by the company? [1]
8. Swayam, a salesman, makes false claims to a customer about the quality of water purifier, in order to make sales. Which quality/value is Swayam lacking? [1]
9. Organizing is the harmonious adjustment of specialized parts for the accomplishment of some common purpose. In the light of above statement, explain any three points of importance of organizing. [3]
10. Yen Bank is a bank functioning in India. It is planning to diversify into insurance business. Previously, it was a prerogative of LIC and GIC to do insurance business. But now, with liberalization, licenses have been given to start insurance business under 'Insurance Regulatory and Development Authority'. For this, the managers need to direct the employees effectively. State clearly, as to what would be the benefits derived by the company from effective leadership? [3]
11. 'SEBI is the watch dog of securities market'. Do you agree? Give three reasons. [3]
12. 'Alcoholic beverages are prohibited to be advertised on media', A statutory warning is also required to be given while showing the use of harmful goods on media. [3]
 - (i) Which component of environment prohibits advertising of such products? Explain.
 - (ii) Which element of product mix creates awareness among users about the hazards of using such products?
13. Due to the economic crisis of 1991, the government initiated major economic reforms in various sectors of the economy. Explain, in brief, the three major economic reforms introduced in 1991. [3]
14. "Lack of proper management results in the wastage of time, money and efforts." Explain the importance of management in the light of this statement. [4]
15. Sterlite Industries Ltd. Provides training from time based on one of the scientific principle of management to make the workers learn the best method of production which emphasizes that each employee in the organization should be scientifically selected and the work assigned to the employees should suit their physical, mental and intellectual capabilities.
 - i) Name and explain the principle of scientific management involved in the above situation.
 - ii) Name the values emphasized by following the principle in part (i) [4]
16. A production incharge has been given a target to produce 1000 pens in a day. After a month, the target was achieved due to applications of a good control system. [4]
 - (i) How does a good control system enable a manager to verify whether set standards are accurate and objective?
 - (ii) What values have been shown by employees in achieving the company's target.

17. If you are the finance manager of Ranvijay Products Ltd, and planning to set up a new project, then what will be the required steps that you will take to raise the capital in the stock exchange. [4]
18. Explain any four functions of financial market. [4]
19. Marc Automobiles Ltd is facing the problem of declining market share due to increased competition from new entrants in the market. The company is trying to introduce new marketing strategies to combat competition in the market. Prepare a model business plan for the company to meet the existing challenge, specifying the type of plan you are preparing. [4]
20. 'National optic fibre network project, one of the most expensive and ambitious projects in India's technology history', connects 2,50,000 gram panchayats in the country with a fibre optic network.
(i) Identify which dimensions of business environment is hidden in the quoted lines,
(ii) Explain, anyone giving examples.
(iii) How would this project add value to the society? [5]
21. As per the manager of Angel Cosmetics, decentralization is an optional policy, do you agree? Explain why, why not? [5]
22. In order to improve quality, quantity and job satisfaction, Mr Manav undertook certain changes the organization. Firstly, he provided workers with dummy machines to practice on it. Then, he made some workers work with an expert, so that they may learn work and procedures by observation. Lastly, he followed the practice of shifting workforce to different departments, so that they may gain an understanding of various aspects of work. Identify the methods used by the manager to improve the skills of workers and explain them. [5]
23. Two competing companies Akashara Ltd and Dharavi Ltd operates with a capital of Rs. 40 lakh each. The ratio of equity to total capital in Dharavi Ltd is Rs.10 lakh and debt is Rs. 30 lakh, while in Akashara Ltd, the total equity is Rs. 40 lakhs. EBIT is Rs. 8 lakh for both and interest rate on debt is 10%. Assuming the tax rate to be 30%, explain which company enjoys a favourable financial leverage and why? [6]
24. 'It is through motivation that managers can inspire their subordinates to give their best to the organization'. In the light of the above statement, explain the importance of motivation. [6]
25. 'Hayaram' is a famous chain selling a large variety of products in the Indian Market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales. The above paragraph describes the combination of variables used by 'Hayaram' to prepare its market offerings. Identify and explain the variables. [6]
