

Delhi Public School, Jammu

Revision Sheet Cycle Test I (2018-19)

Class: XII

Sub: Business Studies

- Topics:**
- 1. Nature and Significance of Management**
 - 2. Principles of Management**
 - 3. Business Environment**
 - 4. Planning**

- Ashok argues that management is required in all kinds of organizations, whereas Mohan says that management is not required in Not For Profit Making Organizations. Who is correct?
- “Lack of proper management results in wastage of time, money and efforts.” In the light of this statement, explain any four points of importance of management.
- Rohit joined a company as an Assistant Manager. However, he was placed in a lower salary grade as compared to the Assistant Managers working in the company. When Rohit represented this anomaly before the management, he was given a reply that there is recession in the industry concerned, hence lower salary grade to him.
 - Identify and explain the principle of management which has been violated and positive and negative consequences of adoption and violation of this principle.
 - Identify the value which has been violated in this case.
- Explain standardization and simplification of work as techniques work study of scientific management.
- Name and explain the technique which is the strongest motivator for a worker to reach standard performance.
- XYZ Ltd. was engaged in the business of food processing and selling its products under a popular brand. Lately its business was expanding due to good quality and reasonable prices. New players also started entering the market to cash on the latest trend. In order to keep its market share, the short run, company directed its existing work force to work overtime. But this resulted in many problems. Due to increased work pressure, the efficiency of workers declined. Sometimes workers had to work for more than one superior. The divisions that were previously working on one product were also made to produce two or more products. This resulted in a lot of overlapping and wastage. The workers were becoming in disciplined. The spirit of team, which had characterized the company previously, was beginning to wane. Workers were feeling cheated and their initiative was declining. The quality of products was beginning to decline and market share was on the verge of decrease. Actually, the company had implemented changes without creating the required infrastructure. In the given situation:
 - Identify the principles of management given by Fayol that are violated by the company. Explain these principles in brief.
 - What steps should the management of the company take to restore its past glory?
- “The Indian Corporate Sector has come face to face with several challenges due to government policy changes.” Explain any such four challenges.
- X Ltd. gives promotion on the basis of seniority. Which type of plan it is?
- “Failing to plan is planning to fail.” Give two reasons and explain with suitable examples.
- “Defining organizational objectives’ is the first step in the process of planning. Explain the other steps of this process.
- Natco is a mid-sized pharma manufacture. It is the market leader in the domestic Oncology segment. Natco has presence in niche therapeutic areas and sells products in more than 40 countries. Natco prides itself in ‘Resisting the usual’ by identifying and pursuing the products with large and sustainable revenue potential as against the competitive companies. In Indian Market, it offers 20 oncology medicines viz., 9 for blood cancer, 11 for solid tumors and 14 medicines in other therapeutic classes. Natco is among the first to launch Sofosbuvir and Ledipasvir combo for hepatitis C, this has put Natco in driver’s seat in

hepatitis C Market in India. Natco would generate Rs7247 Millions and Rs8382 Million from domestic sales of these medicines during the year 2017 and 2018 respectively. Additionally, Natco Ltd has been aggressively filing for product registrations of its hepatitis medicines in various countries. On the basis of this information about the Company identify and explain the main benefits of understanding business environment.

12. Two years ago Madhurima completed her degree in food technology. She worked for sometime in a company manufacturing chutneys, pickles and murabba. She was not happy with the nature of work she was doing so she decided to have her own organic food processing unit. She decided with her friend who was a financial advisor depending upon her research in the market that a ROI of 10% has to be earned. It was further decided that raw materials like fruits, vegetables, spices etc. will be purchased on three months credit from farmers cultivating organic crops only. She also decided to follow the steps required for marketing the products through her own outlets. She appointed Radha as a Production Manager, who decided the exact manner in which the production activities are to be carried out. Radha also prepared a statement showing the requirement of workers in the factory throughout the year. Madhurima informed Radha about her sales target for different products area wise for the forthcoming quarter. A penalty of Rs.100 per day was announced for the workers who found smoking in the factory premises. Quoting lines from the above para identify and explain the different types of plans discussed.