

Delhi Public School, Jammu
Assignment Half-Yearly Examination (2019-20)

Subject: Business Studies

M.M:-80

Class: XII

Max. Time: 3 Hrs.

General Instructions:

1. Answers to questions carrying 1 mark should be of one word to one sentence.
2. Answers to questions carrying 3-4 marks should not exceed 60-80 words.
3. Answers to questions carrying 5 marks should not exceed 120 words.
4. Answers to questions carrying 6 marks should not exceed 200 words.
5. All questions are compulsory.
6. Attempt all parts of a question

1. Name the process which provides the requisite amount, quality, timing and sequence of efforts which ensure that planned objectives are achieved with a minimum of conflict. 1
2. Principles of Taylor and Fayol are mutually complementary. One believed that management should not close its ears to constructive suggestions made by the employees, while the other suggested that a good company should have an employee suggestion system, whereby suggestions which result in substantial time or cost reduction should be rewarded. Identify the principles of Taylor and Fayol referred in the above para. 1
3. What do you understand by Legal Environment of Business? 1
4. A meeting of the managers of all the Managerial Levels of Ashwangandha Ltd. was held. The CEO of the company performed the role of the Chairperson of the meeting and there was a discussion on the issue of what percentage of Return in the following year should the company expect on its investment made. All the managers present in the meeting gave their respective suggestions supported by reasons. At the end, it was resolved that the company would like to get 22% Return on Investment. Identify the type of plan, company has framed for future 1
5. 'Himalya Ltd.', is engaged in manufacturing of washing machines. The target of the organization is to manufacture 500 washing machines every day and it needs an occupational specialization in the organization which promotes efficiency of employees. Which type of Organizational Structure is suitable here? 1
6. "In the present day environment, many organizations have adopted an external source of recruitment which involves minimal or no paper work." Mention the source of recruitment. 1
7. What is meant by the term Communication? 1
8. What should be the focus point for a manager while controlling, as controlling at each and every step is not possible? 1
9. Three groups of employees of 'Gama Ltd.' are working at different posts. The first group of employees is responsible for welfare and survival of the organization. In order to discharge its responsibility properly, this group continuously keeps a watch over the Business Environment. With a view to coping up with the changes going on in the Business Environment, this group immediately discusses the change to be brought about in the company's plans. The second group of employees is responsible for maintaining quality and safety standards and minimizing wastages. The responsibility is to explain the policies decided by the top management and developing the feeling of cooperation among all the departments of the company. Identify and explain the concept of management described in paragraph given above. Also identify the three types of the concept identified by quoting the relevant lines. 3
10. Explain any three points of importance of Principles of Management. 3
11. Mrs. Ruhani Arora is the Divisional Manager of the Export Division of "Wonder Coffee Ltd." For some time since past few days, a restriction had been imposed on Export of the Coffee. It is evident that the company's export business depends upon the Government's Policy. Recently there has been a change of Government in the Centre. As soon as the new Government took over, it removed the restriction imposed on the Export of Coffee. With the coming of this news the Division under Mrs. Ruhani heaved a sigh of relief.
 - a) The change of the Government has influenced the two dimensions of Business Environment. Identify them.
 - b) Identify and explain one of the characteristics of Business Environment mentioned in the above para. 3
12. State any three limitations of Planning. 3

- 13.** Atul-The Assistant Manager, Vikas-The Marketing Head and Leena-The Human Resource Manager of 'Montac Enterprises Ltd.' decided to leave the company. The CEO of the company called the Human Resource Manager, Leena and requested her to fill up the vacancies before leaving the organization. Leena suggested that her subordinate Miss Rama Wadhwa is very competent and trust worthy, if she could be moved up in hierarchy, she would do the needful. The CEO agreed for the same. Miss Rama Wadhwa contacted 'Smith Recruiters' who advertised for the post of Marketing Head for Montac Enterprises Ltd.' They were able to recruit a suitable candidate for the company. Atul's vacancy was filled up by screening the database of unsolicited applications lying in the office.
- a) Name the internal/external sources of recruitment used by 'Montac Enterprises Ltd.' to fill up the above stated vacancies. **3**
- b) Also state one merit of each of the above identified source of recruitment. **4**
- 14.** What is meant by management? Explain its any three features that establish it as an Art. **4**
- 15.** How does the understanding of business environment help the management in the following?
- (a) Identification of threats and early warning signals
- (b) Improving performance. **4**
- 16.** Madan Gopal Foods Ltd. is a famous company making different food materials. Mr. Madan Gopal Rai is the Managing Director of the company. He consults all his employees before taking every decision. The employees are able to share their views and grievances amongst themselves and with their senior officers. The employees giving positive suggestions are rewarded. Besides, all the employees of the company also enjoy full freedom to communicate with Mr. Madan Rai at any time related to their personal or organizational concerns.
- a) Identify the form of organization described in the paragraph given above and write about two of its advantages.
- b) Which values have been highlighted in this paragraph? Write about any two of them. **4**
- 17.** Smita had been working as an assistant manager with 'Johnson Enterprises' for last ten years. She was very popular amongst her colleagues because of her commitment and dedication towards the work. When the manager senior to her retired, all her colleagues thought that now Smita would be promoted. But to everyone's surprise the vacant post was filled by an outsider, Mrs. Rita. Smita felt demoralized and her performance started declining. She would abstain herself often and could not meet her targets. Mrs. Rita was a good leader, who would not only instruct her subordinates but would also guide and inspire them. She noticed Smita's behavior and felt that her performance could be improved. She started involving Smita in decision making and made her a part of high level joint-management committee. Smita was now punctual in office and her performance started improving.
- i) Identify the function of management being performed by Rita.
- ii) Name the element of the above function of management which Rita to improve Smita's behavior.
- iii) State any two features of the element identified in (ii) above. **4**
- 18.** There are two managers of a company, Rahul and Rohit. Rahul is saying that 'Planning is looking ahead whereas controlling is looking back.' On the other hand, according to Rohit, 'Planning is looking back whereas controlling is looking ahead.' Who is correct and why? **4**
- 19.** Explain any four points that highlight the importance of controlling. **4**
- 20.** In a manufacturing company, a number of workers are working. Normally the work goes on smoothly because the company follows the scientific techniques of production. One of the techniques followed by the company is to provide specialized knowledge of various experts to the workers. The factory manager has divided the work and has assigned the task of planning to one group of experts and that of production to the other group. These experts in the different fields give advice to the workers on different issues relating to work. Identify and explain the scientific technique followed by the company. Also state which principle of management is ignored by the company in this case? **5**
- 21.** The manager of 'Jhunjhunwala Big Retail Shop', Mr. Prem Kamboj fixed the target that in the following year the sales will be boosted from Rs.100 crore to Rs.200 crore. Also he ensured that for the achievements of the target, finance and man power will be easily arranged. Mr. Kamboj was still working for this target when he had to go on a long leave all of a sudden. Now the responsibility to do so on the shoulders of the Deputy Manager, Mrs. Janki Pandey. She continued with the process. The problem before her was how to achieve the sales target fixed by Mr. Kamboj. For this, she thought of several options which included paying more attention on advertisement, to reduce the prices of the products, to improve the quality, to provide better after sale services and credit facility to

customers. After pondering upon all the options deeply, she arrived at the conclusion that the target could be easily achieved by paying more attention on advertisement. She did the same. She continuously kept a watch over this whether the desired results were obtained. At the end of the year the results obtained were favourable.

a) Identify the management function described in the paragraph above.

b) Write about the process of function of management identified in the point (a) by quoting the relevant lines. **5**

22. “The post of supervisor should be abolished in the hierarchy of managers.’ Do you agree? Give any four reasons to justify your answer. **5**

23. ‘Organization is the harmonious adjustment of specialized parts for the accomplishment of some common purpose or purposes.’ In the light of this statement explain any five points of importance of organizing. **6**

24. Aradhna, Mehak and Roshni are the owners of a handicraft unit in the urban areas of Dirugarh in Assam, which is involved in the manufacturing and marketing of Sital Pati (the traditional mats) and Jappi (the traditional head gear). They decided to shift this manufacturing unit to a rural area with an objective of reducing the cost and providing job opportunities to the locals. They followed the functional structure in this organization with a view to increase the managerial and operational efficiency. They assessed and analyzed the type and number of employees required, keeping in mind that they had to encourage the women, and the people with special needs belonging to the rural area. Explain the next steps that they will have to undertake, for obtaining a satisfied workforce for their handicraft unit. Also state the values involved in the above situation. **6**

25. Explain any six points of importance of Directing as a function of management. **6**