

Holiday Homework

Sub: Business Studies

Class – XII C

1. Project is to be prepared on the topic "Marketing Management"

Note: The above-mentioned project is mandatory for the students as this is being given for the board exam. For the project you can choose one product of your choice.

Guidelines:

- The total length of the project will be of 25 to 30 pages
- project should be handwritten
- project should be presented in a neat folder
- the project report should be developed in the following sequence-
 - a. cover page should include the title of the project student information school and year
 - b. list of contents
 - c. acknowledgements (acknowledging the institution, the place visited and the persons who have helped)
 - d. certificate and teacher's certificate
 - e. introduction
 - f. topic with suitable heading
 - g. planning and activities done during the project if any
 - h. observations and findings of the visit
 - i. conclusions
 - j. photographs
 - k. appendix
 - l. teacher's observation
 - m. signatures of their teachers

Other details can be seen on the CBSE website

2. Do the questions given below in separate sheets and attach with the printed copy of the set of questions. It has to be submitted in the first week after school reopens.

MCQs

i) Which of the following best indicates the importance of business environment?

a) identification b) coping with rapid changes c) improvement in performance d) All of these

ii) Which is not a separate function of management?

a) Staffing b) Planning c) Cooperating d) Controlling

iii) Which is not an organizational/economic objective of management out of the following?

- a) Survival of the organisation b) growth of the organisation c) Providing employment d) earning profits
- iv) Celebration of Diwali is the example of:
a) Social Environment
b) Political Environment
c) Technological Environment
d) Legal Environment
- v) A good manager synchronises all the activities of different departments through the process:
a) Coordination b) Planning c) Staffing d) Supervision
- vi) Efficiency is concerned with:
a) Utilisation of minimum resources b) Cooperation c) Right man at right job
d) Completion of task
- vii) Who is responsible for the welfare and survival of an organization?
a) Floor level management b) Operational Management c) Top level Management
d) Middle level Management
- viii) Liberalisation means:
a) Integration among economies
b) Policy of planned disinvestments
c) Increased government controls and restrictions
d) Reduced government controls and restrictions
- ix) How are principles of management formed?
a) By experiences of managers b) By experiences of customers c) By propagation of social scientists d) in a laboratory
- x) Henry Fayol was a:
a) Accountant b) Production engineer c) Social scientist d) Mining engineer
- xi) Which of the following is not a Principle of management given by Taylor?
a) Harmony, not discord b) Functional Foremanship c) Cooperation, not individualism d) Science, not rule of the thumb
- xii) Gross Domestic Product is concerned with
a) Legal environment
b) Social environment
c) Economic environment
d) Political environment

Short Questions

- i) State the various economic reforms initiated by the Government of India since 1991.

- ii) Explain why management is not a pure science.
- iii) Why is management considered to be a multi-dimensional concept?
- iv) Name and explain the principle of management in which workers should be encouraged to develop and carry out their plans for improvement in the organization.

Long Answer Questions

- i) Coordination is the essence of management. Do you agree? Give reasons.
- ii) A company wants to modify its existing product in the market due to decreasing sales. You can imagine any product about which you are familiar. What decisions /steps should each level of management take to give effect to this decision?
- iii) Taylor's principles of scientific management and Fayol's principles of management are mutually complementary. Do you agree with this view? Give any four reasons in support of your answer
- iv) " Social environment of business is important for a business enterprise". Explain?

3. Choose the correct options from the following for Q.No (i) to (iv)

- a) Both A and R are true and R is the correct explanation of A
- b) Both A and R are true but R is not the correct explanation of A
- c) A is true but R is false.
- d) A is false but R is true

i) Assertion: Different elements of the different elements of the business environment are closely interrelated.

Reason: Business environment is a relative concept since it differs from country to country and even region to region.

ii) Assertion: Unity of command means one unit one plan.

Reason: The Principle of unity of Command reduces the chances of ego clashes among superiors and leads to more effective working.

iii) Assertion: Coordination emphasizes unifying the efforts of different individuals.

Reason: Conflicting efforts may cause damage to the organization.

iv) Assertion: Efficiency aims at performing tasks with the least wastage of time and effort

Reason: Efficiency is about doing the job in a cost-effective manner, i.e., getting maximum output with minimum input.

Case based questions

i) Ashutosh Goenka was working in Axe Ltd., a company manufacturing air purifier. He found that the profits have started declining from the last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reasons for this decline.

a) Identify the level of management at which Ashutosh Goenka was working.

b) State three other functions being performed by Ashutosh Goenka.

ii) Bharat is running an ice cream parlour in a local market. Keeping in mind the changing perceptions about health among the people, one of his employee Abhiraj suggests to him that they should introduce a range of flavoured yoghurt. Bharat accepts his suggestions as a result both the image and the profitability of his business increases.

In context of the above case:

a) Identify the feature of management which is being highlighted.

b) State the related dimension of the business environment.

c) Name and explain the related principle of general management.

iii) Hritik is desirous of setting up a small factory to manufacture different kinds of eco-friendly packaging materials. He proposes to adopt a logical approach to his business rather than hit and trial method as he knows that this can result in tremendous saving of human energy as well as wastage of time and materials. He plans to adopt paternalistic style of management in practice in order to avoid any kind of class conflict that may emerge between him and the workers. Moreover, he plans to seek the opinion of his workers before taking any important decisions and also offers incentives to them for providing valuable suggestions for the business.

In context of the above case:

a) Identify and explain the various principles of scientific management that Hritik plans to apply in his business.

packaging material.

iv) "Study Buddy Pvt. Ltd." is a company dealing in stationery items. In order to establish standards of excellence and quality in materials and in the performance of men and machines, the company adheres to benchmarks during production. Moreover, its products are available in limited varieties, sizes and dimensions thereby eliminating superfluous diversity of products.

Identify the technique of scientific management which has been adopted by "Study Buddy Pvt Ltd." Also explain.