

BCM SCHOOL, BASANT AVENUE, DUGRI ROAD, LUDHIANA
XII
BUSINESS STUDIES
ASSIGNMENT

1	<p>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.</p> <p>a) Identify the level of management at which Ashutosh Goenka was working. b) State three other functions being performed by Ashutosh Goenka.</p>
2	<p>Super Fine Rice Ltd. has the largest share of 55% in the market. The company’s policy is to sell only for cash. In 2015, for the first-time company’s number one position in the industry has been threatened because other companies started selling rice on credit also. But the managers of Super Fine Rice Ltd. continued to rely on it’s previously tried and tested successful plans which didn’t work because the environment is not static. This led to decline in sales of Super Fine Rice Ltd.</p> <p>The above situation is indicating two limitations of planning which led to decline in its sales. Identify three limitations.</p>
3	<p>GHJ Private Ltd. is concerned about the external environment of business. It is busy analyzing various factors which are going to affect its business. However with a lot of understanding it developed about the business it found two types of factors; one which affected the firm directly and the other which affected all the firms in the business. With the passage of time the challenges for the company have increased. The company finds new competitors and technological challenges which are posing new changes for it. The company at the end of the year decides to have a survey. This survey is about knowing the business environment properly. Even after spending a lot of money on the surveys the company comes to conclusion that it’s not easy to understand the business environment and it is properly understood only in parts. The company is ready to seek advice from experts and is eager to notice changes in the business environment. When a multinational company enters the market, the company is eager in taking preventive measures like improving the product, aggressive advertising, etc. A special team of experts have been created. The team observes the changes taking place like changing branding loyalty, more demanding customers, etc. as it knows the pace of change is more important than the change itself. The painstaking efforts of the company don’t go unrewarded. The company by the end of the year makes huge profit and by understanding the business environment is able to increase its revenue.</p> <p>a. Which features of business environment have been highlighted in the above case? b. Also identify the various importance of business environment highlighted above.</p>
4	<p>Sanchit, after completing his entrepreneurship course from Sweden returned to India and started a coffee shop „Aroma Coffee Can” in a famous mall in New Delhi. The specialty of the coffee shop was the special aroma of coffee and a wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Sanchit was keen to find out the reason. He appointed Sandhya, an MBA from a reputed college, as a Manager to find out the causes for the same. Sandhya took feedback from the clients and found out that though they loved the special unique aroma of coffee but were not happy with the long waiting time being taken to process the order. She analysed and found out that there were many unnecessary obstructions in between which could be eliminated. She fixed a standard time for processing the order. She also realised that there were some flavours</p>

	<p>whose demand was not enough. So, she also decided to stop the sale of such flavours. As a result within a short period Sandhya was able to attract the customers.</p> <p>Identify and explain any two techniques of scientific management used by Sandhya to solve the problem.</p>	
5	<p>After finishing her BBA degree course, Tanya gets a job of Assistant Manager in a retail company through the reference of her cousin Taruna who works in the same company as a Senior Manager. Taruna decides to guide Tanya through her experience by making her aware of the important facts about management in practice. She tells her that neither the principles of management provide any readymade, straitjacket solutions to all managerial problems nor they are not rigid prescriptions, which have to be followed absolutely.</p> <p>In context of the above case:</p> <p>a) Identify the two features of principles of management mentioned in the above paragraph by quoting lines from the paragraph.</p> <p>b) Why do the principles of management not provide readymade, straitjacket solutions to all managerial problems?</p>	
6	<p>Josh Enterprises decides to have a meeting of all the key employees of different departments in the organisation. The main motive is to inform the employees to keep the target of 20% increase in sales as the main objective when they work throughout the year. The meeting is full of ideas regarding the employees and processes involved. Various plans are made to harness the potential of the employees and streamline the processes. However, with the passage of a few days the external business environment checks the capability of the organisation to adapt to the situations. The company successfully comes out at the end of the year with flying colours.</p> <p>What are the various characteristics of management you can find highlighted here? Also identify the lines in which these characteristics have been highlighted.</p>	
7	<p>The first masters' is a leading advertising company in its industry. Recently they had a meeting in which all the reasons which were outside the control of the organization were discussed. The organisation wanted to maintain its supremacy in the market. They decided to break the meeting into two parts. In the first part customers, competitors, suppliers, etc. were discussed whereas in the second part the political, economic, social conditions in the country were discussed. It was concluded that company was doing extremely well in the domestic market and the client base was expanding. However when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. After the meeting the company was looking forward to making new gains.</p> <p>Which features of Business Environment have been highlighted in the above case? Also identify the lines.</p>	
8	<p>Laxmi Chemicals Ltd., a soap manufacturing company, wanted to increase its market share from 30% to 55% in the long-run. A recent report submitted by the Research & Development Department of the company had predicted a growing trend of herbal and organic products. On the basis of this report, the company decided to diversify into new variety of soaps with natural ingredients having benefits and fragrances of Jasmine, Rose, Lavender, Mogra, Lemon Grass, Green Apple, and Strawberry etc. The Unique Selling Proposition (USP) of the company was to promote eco friendly living in the contemporary life style. The company decided to allocate Rs. 30 crores to achieve the objective.</p> <p>Identify and explain the type of plan of one of the functions of management mentioned above which will help the company to acquire dominant position in the market.</p>	
9	<p>The arrangement to demonetise the Rs. 500 and Rs.1000 bank notes began six to ten months prior to the public announcement and was kept highly confidential. The cabinet</p>	

	<p>was informed about the demonetisation on 8th November 2016 in a meeting called by the Prime Minister of India, Narendra Modi. This was followed by Modi's public announcement about the demonetisation in a televised address where he announced that currency notes with the denomination of Rs. 500 and Rs. 1000 would cease to be the legal tender from 9th of November 2016. The most interesting thing regarding the demonetisation is that people were devising various unique ways for transforming their black money in to white one by depositing money in the accounts of their poor relatives and friends, converting black money in to gold, paying a few months salaries in advance and so on.</p> <p>In context of the above case: Identify and explain the types of plans being discussed in the above lines with regard to demonetisation.</p>	
10	<p>ABC Engineering is a company involves in construction of Roads, Dams, and Bridges. There are different departments in this company like Human Resources, Marketing, Finance, Research & Development and Operations. The top management of the company tries its level best to synchronize the activities of different departments in the best possible manner. The result is the increased efficiency and attainment of goals. However with the passing of time the size of the company has grown and now there are many branches of this company. The synchronization has turned more important with the increase in the size of the company and the number of employees. The Departmental Heads of the company are specialists in their respective areas and the top management tries to work with them not with authority but by respecting their views on the subject. Their ego clashes are avoided to ensure smooth functioning of the organization.</p> <p>a) Identify the concept of management highlighted above. b) Write two importance highlighted in the above paragraph of this concept.</p>	