

BCM SCHOOL, BASANT AVENUE, DUGRI ROAD, LUDHIANA

Class - XII

ASSIGNMENT OF CH 1 (B.STUDIES)

MM: 20

1. Josh Enterprises decides to have a meeting of all the key employees of different departments in the organisation. The main motive is to tell 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.

What are the various characteristics of management you can find highlighted here? Also identify the lines in which these characteristics have been highlighted. (3)

2. Dheeraj, Neeraj and Suraj are three friends. They work in the same company. They are managers but they belong to three different levels of management. Every day they meet and discuss their work with each other. One day they were having a conversation.

Dheeraj said, "These days I am having a lot of problems motivating the people at Shop Floor. I have decided to purchase two new machines. I know I will have to set an example by being the best leader."

Neeraj said, "I am having problem with knowing the exact requirement of people in my department. Different policies have to be informed to the employees so that they become aware of our company's goals. I also have to coordinate with other departmental heads to know their requirements."

Suraj said, "I have to decide for long term. I know I will be ultimately responsible for every activity. All the policies and strategies require a lot of planning before formulation."

In the above case identify the different levels of management these three friends belong to. (3)

3. Mr. Sanjeev is responsible for the welfare and survival of his organisation. After few years of gaining work experience he decides to write a book on management.

In his book he broadly gives five valuable suggestions:

1. Management of a company is good if it is able to calm down the resistance of the employees. Whenever the employees find something new they tend to resist. It is in the favour of the company and the employees must be guided to accept the change and thus bring down the resistance. They must learn only change is constant.

2. Unless and until the betterment of employees is achieved management is useless. A good management helps its employees by giving them recognition, increment in salary, promotion, etc.

3. Management should earn profits but it should also produce good products. It should also involve itself in providing facilities to society without any profit motive. Further it should help to provide employment in backward areas by focusing on these areas also.

4. Management should apply all the functions of management like planning, organizing, staffing, directing and controlling. The essence of management which is coordination should be present in every function of management.

5. Management should provide common direction to its employees. They will always have diverse interests and their efforts will go off the track but it is important to guide them in the required direction.

At which level of management does Sanjeev work? What will be the outcomes of these five suggestions? (5)

4. Management has evolved like other disciplines. There are umpteen numbers of books of management. One can see that the various theories of management are getting absorbed in the competitive work environment. We can see students of various courses like MBA, BBA, etc. acquiring learning of the systematic knowledge in their syllabus. When these students come in the actual industry environment, not all of them are successful. Success in actual work environment depends upon the intelligent application and mastery of the basic principles of management. Today various companies are considering them as responsible components of society and have started including Corporate Social Responsibility in their main program. These companies have realised that they will be requiring support from Government and people if they want to achieve some important feats in this field.

In the above paragraph one feature of each of science, art and profession has been discussed. Identify each of them. (3)

5. Jayant is working as Head Relationship Manager in the wealth management division of a private sector bank. He has created an internal environment which is conducive to an effective and efficient performance of his team of ten relationship management executives. A typical day at work in Jayant's life consists of a series of interrelated and continuous functions. He decides the targets for his department which are in line with the objectives of the organization as a whole. The future course of action for his team members is laid out well in advance. The various resources required by the relationship managers like an iPad with GPS system, account opening forms, brochures, details of account holders etc. are made readily available to them. The executives are given sufficient authority to carry out the work assigned to them. Jayant works in close coordination with the Human Resource Manager in order to ensure that he is able to

create and maintain a satisfactory and satisfied workforce in his department. Through constant guidance and motivation, Jayant inspires them to realise their full potential. He offers them various types of incentives from time to time keeping in view their diverse individual needs. Moreover, he keeps a close watch on their individual performances in order to ensure that they are in accordance with the standards set and takes corrective actions whenever needed.

In context of the above case:

1. Identify the concept being referred to in the following line, "He has created an internal environment which is conducive to an effective and efficient performance of his team of ten relationship management executives."
2. Identify and describe the various functions of the concept as identified in part (a) of the question by quoting lines from the paragraph.