

BUSINESS STUDIES

XII

ASSIGNMENT

1. 'Even where members of a department willingly cooperate and work, a manager has to coordinate the efforts of different people in a conscious manner.'

Identify the characteristic of Coordination discussed above. **1**

- (a) Coordination ensures unity of action
- (b) Coordination is a deliberate function
- (c) Coordination is a continuous process
- (d) Coordination is an all pervasive function

2. Which of the following are the examples of Legal Environment? **1**

- (i) Advertisement of alcoholic beverages is prohibited
- (ii) Decrease in interest rate on loans
- (iii) Increase in demand for organic foods
- (iv) Digi lockers for storing documents
- (v) In 1993, the Supreme Court of India passed an order to close the iron foundries around 'Taj Mahal' at Agra.

Alternatives:

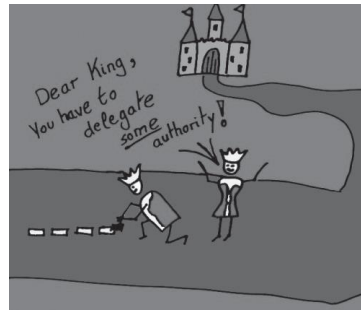
- (a) (i) and (iv)
- (b) (i) and (ii)
- (c) (ii) and (iii)
- (d) (i) and (v)

3. While doing work, an idea struck Sachin, which will not only reduce the time of work but would also reduce the cost but he was neither allowed to deviate from plans nor permitted to act on his own.

Identify the limitation of Planning described in the above para. **1**

- (a) Planning leads to rigidity
- (b) Planning reduces creativity
- (c) Planning does not guarantee success
- (d) Planning involves huge cost

4.



Identify the significance of principles of management illustrated by the picture given above which increases managerial efficiency. 1

- (a) Meeting changing environment requirements
- (b) Providing managers with useful insights into reality
- (c) Scientific decisions
- (d) Fulfilling social responsibility

5. For the following two statements, choose the correct option: 1

Statement I: Development involves improving the capacities and capability of the managerial personnel.

Statement II: Development is a career-oriented process.

Choose the correct option from options given below:

- (a) Statement I is true and II is false
- (b) Statement II is true and I is false
- (c) Both the statements are true
- (d) Both the statements are false

6. Arrange the following steps of Organising process in chronological order and choose the correct alternative: 1

- (i) Departmentalisation
- (ii) Identification and division of work
- (iii) Establishing reporting relationships
- (iv) Assignment of duties

Alternatives:

- (a) (ii), (i), (iii), (iv)
- (b) (iv), (iii), (i), (ii)
- (c) (ii), (i), (iv), (iii)
- (d) (i), (iv), (ii), (iii)

7. From the following, which is not an example of 'Noise' as an element of communication process? 1

- (a) An inattentive receiver
- (b) A poor telephone connection
- (c) Faulty decoding
- (d) More number of organisational levels

8. After identifying the deviations that demand managerial attention, need to be _____ for their causes. 1

- (a) studied
- (b) ignored
- (c) analysed
- (d) interpreted

9. ABC Ltd. has debt equity ratio of 3:1 whereas XYZ Ltd. has debt equity ratio of 1:1. Name the advantage ABC Ltd. will have over XYZ Ltd., when the rate of interest is lower than the rate of return on investment of the company. 1

- (a) Trading on equity
- (b) Low risk
- (c) Low cost of equity
- (d) Greater flexibility

10. Identify the market of which participant is depicted in the picture given below. 1



- (a) Primary market (b) Secondary market
(c) Capital market (d) Money market
11. Single-use plans are designed _____ . 1
(a) To meet demand of specific situations (b) To use two times
(c) To achieve the objectives (d) For an indefinite period
12. Which of the following is not true about formal organisation? 1
(a) Deliberately planned and created by the management
(b) Communication takes place through the scalar chain
(c) Violation of rules may lead to penalties
(d) Helps to fulfil social needs of members and allows them to find like-minded people
13. Rohit works as a production manager in Global Enterprises Limited. He has been given the task of getting 2000 units of hand woven table runners manufactured at the cost of ₹ 250 per unit within 10 days. In order to be acknowledged as an effective manager, he must ensure that: 1
(a) The cost of production is more than ₹ 250 per unit.
(b) The work is completed within 10 days even at higher cost per unit.
(c) The cost of production does not exceed ₹ 250 per unit.
(d) All of the above
14. Read the following statements—Assertion (A) and Reason (R), and choose the correct option from the alternatives given below: 1
Assertion (A): Stock exchange provides safety to dealings and investments.
Reason (R): Transactions on the stock exchange are conducted only amongst its members with adequate transparency.
Alternatives:
(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
(b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A)
(c) Assertion (A) is true but Reason (R) is false
(d) Assertion (A) is false but Reason (R) is true
15. _____ helps in creating a hierarchical order thereby enabling the fixation of responsibility and specification of the extent of authority to be exercised by an individual in an organisation. 1
(a) Effective administration (b) Development of personnel
(c) Clarity in working relationships (d) All of the above

16. _____ specialises in middle level and top level executive placements. 1
- (a) Placement Agencies and Management Consultants
 (b) Employment Exchange
 (c) Campus Recruitment
 (d) Advertisement

17. Match the various terms related to Planning in Column I with their respective statements in Column II, and choose the correct alternative: 1

Column I	Column II
A. Reduces wasteful activities	(i) Changes are anticipated and managerial response to them developed
B. Reduces risk of uncertainty	(ii) Goals are clearly stated acting as guide for future actions
C. Provides direction	(iii) Actual performance is measured and deviations if any found out
D. Establishes standards for controlling	(iv) Basis of coordinating efforts of different departments

Alternatives:

- (a) A – (ii), B – (iii), C – (i), D – (iv) (b) A – (iv), B – (i), C – (ii), D – (iii)
 (c) A – (iii), B – (iv), C – (i), D – (ii) (d) A – (iv), B – (i), C – (iii), D – (ii)
18. ‘Temptations’ is a food joint in Imperial Mall in Bengaluru. It is becoming popular among students and working people due to healthy, on-the-go dishes on its menu like ‘Paneer Wrap’, ‘Chickpeas Salad’, ‘Grilled Sandwiches’, etc. It has now decided to open two new branches in other parts of Bengaluru. 1
- Which financial decision has been discussed in the above case?
- (a) Long-term investment decision (b) Short-term investment decision
 (c) Dividend decision (d) Financing decision
19. Cash is paid or securities are delivered on _____, which is before the T+2 day as the deal has to be settled and finalised on the T+2 day in stock exchange. 1
- (a) pay-in day (b) pay-out day
 (c) settlement day (d) None of the above
20. Cost of setting up a warehouse is considered as _____ cost and cost of overtime paid to workers is considered as a _____ cost. 1
- (a) fixed, fixed (b) variable, fixed
 (c) fixed, variable (d) variable, variable
21. Isha is keenly observing the quantity of capsules produced in a pharmaceutical company. She realises that there is no need for any action to be taken as the deviations are within the acceptable limits. A day later when she comes to work she finds the situation opposite to that of the previous

22. Explain any three points highlighting the importance of business environment. 3

Or

State the features of demonetisation. 3

23. "What distinguishes a successful manager from a less successful one is the ability to put the principles into practice." Which aspect of the nature of management is highlighted in the given statement? Explain. 3

24. Identify and explain the elements of directing mentioned below:

(a) Neerja, a manager, has the ability to influence others to bring about a change in their behaviour.

(b) Kabir, a managing director, declares share in the profits to the managers for their contribution to increase profits of the company. 3

25. These days, the development of a country is also judged by its system of transferring finance from the sector where it is in surplus to the sector where it is needed the most. To give strength to the economy, SEBI is undertaking measures to develop the capital market. In addition to this, there is another market in which unsecured and short-term debt instruments are actively traded every day. These markets together help the savers and investors in directing the available funds into their most productive investment opportunity.

(a) Name the function being performed by the market highlighted in the given case.

(b) Discuss the features of the market segment other than the capital market segment in which unsecured and short-term debt instruments are traded. 4

26. 'Muskan, an NGO, provides medical aid and free education to children of its employees.' Which incentive is being highlighted here? State its category and name any three more incentives of the same category. 4

Or

'Providing for social security and welfare of employees' is one of the specialised activities performed by Human Resource Management. Mention any four other specialised activities of Human Resource Management. 4

27. Which organisational structure is suitable when the size of the organisation is large, has a diversified activities and operations require a high degree of specialisation? State its three disadvantages. 4

28. Gagan purchased a smart phone for ₹ 30,000 from a mobile phone seller on his verbal commitment that the smart phone will be replaced in case of any defect, within a span of six months. The phone started creating technical issues in spite of proper maintenance and upkeep of the phone. The seller denied taking any action on the complaint made by Gagan.

(a) Name the redressal agency under the Consumer Protection Act 2019, where Gagan can file his complaint.

(b) State any three responsibilities that a consumer must keep in mind while purchasing any good. 4

29. Planning is applicable in all types of organisations and is a never ending activity. Explain. 4

Or

How does planning provides direction and establishes standards for controlling? Explain. 4

30. What is meant by brand name? State any three characteristics of a good brand name. 4

31. Harshil is working as a Vice President in Stelo Ltd. He performs a separate and specialised function having many aspects of human relations. His job is closely linked with organising since after the structure and positions have been decided, people are required to work in these positions. His function is seen as a generic function of management. When he performs his duties, his role is slightly limited.

(a) Identify and briefly explain the meaning of the function of management being performed by Harshil as the Vice President of Stelo Ltd.

(b) The function performed by Harshil benefits the organisation in many ways. State any four such benefits. 6

32. Read the statements given in point 1 and 2, and answer the questions that follow:
1. It lays benchmarks for process, raw material, time, product, machinery, methods or working conditions.
 - (a) Identify and explain the technique of scientific management to be adhered during production.
 - (b) Enumerate any two objectives of the technique of scientific management identified in part (a).
 2. 'Fayol said that lazy personnel should be dealt with sternly to send the message that everyone is equal in the eyes of the management.'
 - (a) Identify and explain the principle of management which is being referred to in the above statement.
 - (b) Why is the application of this principle necessary in an organisation? **3+3=6**
33. (a) Explain any two functions of Securities and Exchange Board of India from the following:
 - (i) Regulatory functions
 - (ii) Protective functions
 - (iii) Development functions
- (b) Differentiate between Capital Market and Money Market on any three basis. **3+3=6**

Or

- (a) Explain any two financial decisions of financial management from the following:
 - (i) Investment decision
 - (ii) Financing decision
 - (iii) Dividend decision
- (b) Differentiate between Financial Management and Financial Planning on any three basis. **3+3=6**
34. Since childhood Manu and Tanu had been watching their mother procuring wheat from the market, washing it well, drying it and getting converted into wheat flour. To collect data whether there is demand for readymade wheat flour or not, they conducted a market survey. They set up their Sona wheat flour mill in Modinagar. They named their product Sona. To penetrate in the market, they decided to keep the price low. In order to maintain smooth flow of their product in the market, it was decided to store wheat at CM Services which had scientific processes. It also has logistics facilitating quick delivery. They also set up an online complaint portal to take care of consumer grievances with an aim to provide maximum satisfaction to the customers.
- By quoting lines from the above paragraph, explain any six marketing functions undertaken by Manu and Tanu for the successful marketing of Sona wheat flour. **6**

Or

Medi Ltd. manufactures mosquito repellent tablets. These tablets are packed in strips of 12 tablets each. Each of these strips is packed in a cardboard box, 48 such boxes are then placed in a big corrugated box and delivered to various retailers for sale.

- (a) Name the level of packaging the tablets in a corrugated box.
- (b) State the purpose of packaging the tablets in a corrugated box.
- (c) Explain any four functions of packaging.