

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

1	<p>Bhatkaav Enterprises is facing huge losses. The owner of the company is an MBA pass out. Even then many things in the organisation are happening which are indicative of lack of proper management in the company. First of all there is no specific sharing of work and any time any employee is asked to do anything. This has led to wastage of efforts. Further due to negligence in proper work sharing there has been no specialisation development in the nature of the jobs done by the employees. There are no clear and fair agreements between the workers and the management. This has led to a lot of frustration in the workers. Management has quite often been found to be ignorant of not fulfilling promises done by it. There are also no strict rules and regulations binding on the conduct of the workers. The departmental heads who are the middle level managers in the company and hold key positions always favour their relatives. They quite often don't turn up for job on time. They are always looking for special relaxations from the top management. This has led to feeling of resentment among the employees who are also demanding special favours and threatening strike in the coming days. Identify the three principles of Fayol violated in the above case quoting lines.</p>	6
2	<p>'Work is Worship' is a leading construction company. The organisation has grown from strength to strength because of its innovative ideas and scientific approach of working. Ten years back the organisation went through a revolution. All the operations and activities were properly noticed and the standard time taken to perform them was noted. This took a few months and now the company could find out the amount of workers required and the number of days to be involved in the various manufacturing processes. A year later they moved to another level by considering the stress involved in the lives of the workers. The amount and frequency of rest intervals in finishing a particular task were noted. This helped the company in optimizing the rest intervals for the workers so that their outputs could be increased. After six more months the company decided to reward the efficient workers. A different rate of wage payment was decided for those workers who performed above the standard. The standard was decided. This led to a revolutionary change in the perspective of the workers who now started giving their full efforts in order to increase their wages. Which concept of management has been discussed in the above case? Name the three types of this management concept highlighted above. Also identify the lines where these types have been indicated.</p>	4
3	<p>In a huge manufacturing company there was a constant training programme running for the workers throughout the year. The workers were trained about the machines as the management realised that management is all about the relationship among workers and their proper handling of the machines. As the size of the organisation increased the management decided to release their hold on day to day activities of the organisation. A more decentralised approach was adopted where the workers could decide about the machines and the amount of raw material required instead of the traditional centralized approach as per the needs. The management knew that the external environment is dynamic. In order to meet stiff competition they clarified to the workers that their instructions should not be taken strictly and should be moulded as per the requirements of</p>	3

	the organisation at the level where actual action takes place. Which natures of principles of management have been highlighted in the above case	
4	<p>Example Pvt. Ltd. is an organisation which is governed by people who are egoistic and consider themselves as the most intelligent. All the suggestions made by the workers are not even attended which has resulted in many strikes during last couple of months. The result is lack of productivity. However recent reports from the organisation say that there is a training module going on for the employees so that their individual development can take place to the maximum. Some training modules are thought of being implemented. This may take the organisation out of its current bad performance. This training module which is now to be followed at the main branch will be later given a uniform format and will be applied to all branches of the organisation. Identify the principle of management which is violated initially and the principle of scientific management which is followed later on. Which concept of scientific management is discussed in the last part of the above case?</p>	3
5	<p>Enigma Footwear is a very innovative organisation. The company has the policy of paying proper attention to the training of the managers. The organisation teaches various management principles to the managers whenever required so that they can apply them and understand the practical aspects of business through them. Year by year the organisation is able to increase its revenue. This is because the managers are able to economically use the funds of the organisation and increase the output of the workers through various principles like discipline and science not rule of thumb. This year the company will be opening its 14th branch in India. The firm has decided to start the campaign for adopting poor children. This year the target is 500 poor children due to be adopted. This will help the organisation put noticeable example in front of others who can learn a lot from this initiative of the company. Which points of importance of principles of management are highlighted in the above case? Identify the lines.</p>	3
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 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.</p>	6
7	<p>XYZ Ltd. is a management oriented company. Time and again all the employees learn from their seniors various ways of dealing with diverse situations. They are provided training whenever required. They are also given incentives both financial as well as non financial. The result is employees see their development in the organisation. The organisation tries to behave as a responsible constituent of society and always creates good quality products. It has a very good image in the market. The training modules are superb and the employees always try to find unique ways of providing solutions in the context of rapidly changing business environment. This has helped the organisation to adjust frequently in a very good manner. Which importance of management is highlighted here? Also identify the lines.</p>	6

8	<p>Pricey Medicines was a world level medicine manufacturing company. However recently its fame had come down under the impact of resignations put forth by two of its departmental heads. These departmental heads were experts in their fields. One was leading the marketing department and the other was a scientist of repute who headed the manufacturing department. In the top level management meeting it was found that such departmental heads who were specialists in their areas can't be tackled by unity of command. They were egoistic as they were specialists. After the meeting things started to change for the organisation as all the departments started to work with one single target of giving the company its lost fame. There was a combined effort which doubled the revenue of the organisation. A special regulation system of including every level manager was brought into action. Thus the overall functioning of the organisation was improved. In this case a concept of management was missing. Identify it. Also identify its characteristics highlighted here.</p>	3
9	<p>Shiva Computers Ltd. is a leading company in Computer Technology and IT services. The CEO of the company attributes the success of the Company to its managerial team spirit, which have helped to handle rapid changes in technologies and to transform threats into opportunities. Like any other business enterprise profits are important for survival and growth of Shiva Computers Ltd. The management of the company believes that a satisfied employee creates a satisfied customer; who in turn creates profits that lead to satisfied shareholders. The company has a strong sense of social responsibility. It has set up many educational institutions in the field of management, engineering and computer education, in which half of the students are girls.</p> <p>On the basis of the given information about Shiva Computers Ltd. answer the following</p> <p>(a) Identify and explain the objectives of the company discussed in the above para. Also quote the lines for the identified objectives.</p> <p>(b) Identify any two values which the company is trying to communicate to the society</p>	4
10	<p>Kamal, Khan and Devid are partners in a firm engaged in the distribution of dairy products in Madhya Pradesh. Kamal is a holder of Senior Secondary School Certificate from Central Board of Secondary Education with Business Studies as one of his elective subjects. Khan had done his post graduation in Hindi literature and Devid in Dairy Farming. One day there was a serious discussion between Khan and Devid regarding the nature of 'Management as a Science'. Khan argued that management was not a science whereas Devid was of the opinion that Management is a Science. Kamal intervened and corrected both Khan and Devid about the nature of Management as a Science with the help of his knowledge of Business Studies. Explain, how Kamal would have been able to satisfy both Khan and Devid?</p>	3
11	<p>"Every time I travelled, people asked me to bring them chips, khakra and pickles from all over the country," says Anoushka. Finally, she and her colleague, Sumemet, decided to make out of it. They launched a face book bags, asked people what they wanted, and they came up with a list of about 100 places and tried up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered for fresh tea leaves from Darjeeling. Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions.</p>	3

	Explain any two important activities that Anoushka and Sumeet will have to be involved in for making the goods available to the customers at the right place, in the right quantity and at the right time.	
12	<p>ABC Crackers Ltd., a fire-cracker manufacturing company, launched some new products on the eve of Diwali in the market which attracted many buyers. To meet the increasing demand, the company employed people from nearby villages where there was a lot of unemployment. Because of the good behaviour of the management with the employees, more and more people wanted to join the company. As the products were in great demand in the market, a competitor imitated the products. The products of the competitor were not accepted by the consumers as it was a status symbol to buy the products of ABC Crackers Ltd. because of their quality.</p> <p>Identify and explain the product-related decision because of which consumers preferred the products of ABC Crackers Ltd.</p>	4
13	<p>A garment manufacturing company has decided to identify the needs of the customers to start successful marketing of the garments produced by it and for this the company is doing SWOT analysis (Strength, Weakness, Opportunity and Threat Analysis). The company is pursuing its objectives with full efforts. It has decided to make a blueprint for the amount of production it will do, the efforts behind promotion it will put and all other major actions it will undertake to achieve its objectives. However, the company has one weak area which it would like to improve. The physical movement for its prepared garments was not proper last year and the company wants to ensure it is done properly this year. For this thing to be done properly it has created a separate department. Hope the company does better in future.</p> <p>Which functions of marketing have been highlighted in the above case?</p>	6
14	<p>Sunny Burgers has many branches throughout the country. The company believes in hiring places and giving rent to the owners of the places at highly busy places of the cities. However, the company deals with its customers on its own thus providing them freshly prepared burgers by its own staff. The company has a wide base of customers. The company has kept the nature of its channel so because of one main characteristic or nature of the product it serves. It has always tried to please its customers and for this reason the services are fast. The company has decided to launch an advertising campaign for creating awareness about its new product. The world cup of cricket is one such good opportunity where advertising can create its impact. It has even contacted the number one advertisement making company for this purpose. However, the top management is concerned about the impact as the potential customers or the prospects can't be delivered the message compulsively. So there is one scheme the company has decided to launch where a burger will be provided with an additional cold drink on all days of the first week of the month.</p> <ol style="list-style-type: none"> 1. Which channel of marketing is highlighted above? 2. Which product related factor do you think is responsible for this selection of channel? 3. Which one component of physical distribution is affected due to the fast services given by the company? 4. Which merit of advertising has been highlighted in the above case? 	4

15	<p>A company was marketing 'water purifiers' which were very popular due to their quality and after sales services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored the after sales services. As a result its relations with the customers got spoiled and the image of the company was damaged in the public. Top management became concerned when the profits for the current quarter fell steeply. On analysis it was revealed that ignoring the after sales services was its reason. Therefore the company took all possible measures to protect and promote its favourable image in the eyes of the public. As a result the goodwill of the company improved in the society.</p> <ol style="list-style-type: none"> 1. Name and state the communication tool used by the marketer in the above case to improve its image. 2. Also explain role of the tool as identified in part (a). 	6
16	<p>ABCDEF Ltd. decided to start its new venture in Delhi. For this they needed to understand the Business Environment of the area. It was realised by the company that the Business Environment of Delhi was very hard to understand unless and until it was divided into different business dimensions like legal, political, economic, social and technological conditions. After understanding the business situations the company started to study the close links between different elements of the Business Environment. They gave a proper shape to their research and the business got started with full force. Later they realised that the products they were selling in Delhi were more fit for the European culture and decided to start a new branch in Belgium where the demand of their products was very high from the first day. The company came to be recognized and in few years became a global brand. The reason for its success in different countries was the adaptability' it showed in meeting the changing environment. The company kept track of all happenings and did a periodic survey of the choices of the customers. It recognized that there was no surety in the nature of market and it was very unpredictable. Which features of Business Environment have been highlighted in the above case? Identify the lines which highlight these features.</p>	6
17	<p>A recent rate cut in the interest on loans announced by the Banks encouraged Amit, a science student of Progressive School to take a loan from State Bank of India to experiment and develop cars to be powered by fuel produced from garbage. He developed such a car and exhibited it in the Science Fair organized by Directorate of Education. He was awarded first prize for his invention. Identify and explain the dimensions of business environment discussed in the above case.</p>	4
18	<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</p>	6

	<p>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>Which features of business environment have been highlighted in the above case? Also identify the various importance of business environment highlighted above.</p>	
19	<p>Identify the dimensions of business environment in the following cases:</p> <ol style="list-style-type: none"> 1. Hand-woven carpets are banned in some European countries as they think there can be involvement of child labour in the manufacturing of these carpets. Products produced through the involvement of child labour are banned in these countries. 2. With the winning of a new party in a particular country an automobile company has decided to take back its plan of opening 15 plants in that country. 3. In the month of October a greeting card manufacturing company has decided to increase its scale of production of New Year Greeting Cards. 4. A chocolate making company has decided to make more sweetened chocolates for people living in a particular country. 5. A super bike producing company has decided to withdraw its earlier proposal of opening 10 new plants in a country as it finds the per capita income of that country too low to purchase its bikes in large numbers. 6. Advertising of a particular brand is taken back as it is expected to hurt the sentiments of a particular section of society. The company takes this decision on a conscientious level. 	6
20	<p>A greeting card making company in USA is flourishing well. The company makes cards for different occasions. During the time of Christmas and New Year, the production and selling of cards reaches a new high. The company exists in an environment which is democratic and there are rules for every business firm. Once you step out of the company there are customers, competitors, government authority and almost everything one can think of. The company appears to have a promising future. However the firm will have to understand the close relationship between various elements of the business environment around it.</p> <p>In the above case which dimension of business environment is highlighted? Which features of business environment are highlighted in the above case?</p>	4

