

First Term Examination (14 September 2017)

Class XII

Business Studies (Commerce)

(Set - A)

Time: 3hrs

M.M.80

General Instructions:

- i) All questions are compulsory.
- ii) Attempt all parts of a question together.

- Q1. Why management is considered as multi-faceted concept? (1)
- Q2. Taking the first step with self-motivation is one of the traits of an intelligent person. Which principle does it indicate? (1)
- Q3. Customers have become more demanding due to changes in government policy. Why? (1)
- Q4. It is a comprehensive plan for accomplishing an organisation's objectives. Mention it. (1)
- Q5. Name the type of organizational structure which promotes flexibility and initiative. (1)
- Q6. Why is selection considered as negative process? (1)
- Q7. Yash has set up a small scale manufacturing unit for making different varieties of low cost detergents. In order to market his product he has employed a team of five salesmen. Each salesman has been assigned specific areas in the city. He holds a meeting every month for determining the objectives to achieved during the coming month. A sales target is pre-determined for each month which is mutually agreed by both Yash and his sales team. If the salesmen success in reaching this target a bonus is paid out to all of them along with the month salary. In the context of the above case:
i) Which style of leadership is adopted by Yash? Indentify and give meaning too. (1)
- Q8. What should be the 'focus-point' for a manager while controlling, as controlling at each and every step is not possible? (1)
- Q9. With changes in the consumption habits of people, Neelesh, who was running a sweet shop, shifted to the chocolate business. One the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chololove.com for taking orders online. He got a lot of orders online and earned huge profits by selling the chocolate. Identify and explain the dimensions of business environment discussed in the above case. (3)
- Q10. A business organization plans in advance and has a sound organizational structure with efficient supervisory staff and control system. Many times, it finds that plans are (3)

not being adhered to. It leads to confusion and duplication of work.

- a) What steps should be taken by each level of management to resolve the issue?
- b) Which two values are missing in the above paragraph?

Q11. The Managing Director of Star Ltd. which in the business of manufacturing textile products has a professional approach. The company has adopted quite liberal wage rates and gives bonus to workers. The rate of bonus is much higher than the statutory rate. In one year, profit was much lower than previous years and company decided to pay bonus at statutory rate. The labour union protected over this and gave notice for a strike. After getting this news, the MD called union officials and some other workers and explained the situation as follows “You may be aware that our company has not done well this year because of recession. Further there is an expansion plan which will help increase profit of the company to be shared by all of us”. At this, the union withdrew the strike notice. (3)

- i) Identify and explain the principles of management involved in the case.
- ii) Give one value which the MD Communicated to the workers.

Q12. ‘Apna Ghar’ a company dealing in consumer durables, plans to increase the sale of its products by 25% around Diwali this year. Moreover, in order to cash on the implementation of the seventh pay commission by that time, which is likely to raise the income of 47 lakh serving employees of the Central Government and 52 lakh pensioners, the company has created 30 advertisements films which will be aired across 85 national and regional channels until Diwali. (3)

In the context of the above case:

- i) Identify the two different types of plans that ‘Apna Ghar’ proposes to implement by quoting lines from the paragraph.
- ii) Distinguish between the two types of plans as identified in part (i).

Q13. Difference between Divisional structure and functional structure on the basis of (3)

(i) Formation (ii) Focus (iii) Specialisation

Q14. Ashish, the Marketing Head, Raman, the Assistant Manager and Jyoti, the Human Resource Manager of ‘Senor Enterprises Ltd.’ decided to leave the company. The Chief Executive officer of the company called Jyoti and requested her to fill up the vacancies before leaving the organization. Informing that her subordinate Miss Alka Pandit was very competent and trust worthy, Jyoti suggested that if she could be moved up in the hierarchy, she would do the needful. The CEO agreed for the same. Miss Alka contacted ‘Keith Recruiter’s who advertised for the post of marketing head for ‘Senor Enterprises Ltd. They were able to recruit a suitable candidate for the company. Raman’s vacancy was filled up by screening the database of unsolicited applications lying in the office. (4)

- a) Name the internal/external sources of recruitment need by ‘Senor Enterprises Ltd.’ to fill up the above stated vacancies.
- b) Also state any one merit of each of above identified source of recruitment.

- Q15.** Neeraj, a sales representative of 'Omide Ltd' has changed seven jobs in the last one year. He is a hard working person but is not able to finalise deals with the customers due to his inadequate vocabulary and omission of needed words. Sometimes he uses wrong words because of which intended meaning is not conveyed. All this created a misunderstanding between him and his clients. (4)
- i) State the category of this communication barrier.
 - ii) Identify the communication barrier discussed above.
 - iii) Explain any two other barriers of the same category.
- Q16.** The profits and market share of Dana Choga, which was in food catering and bakery business, started declining. The customers were annoyed as many a times they did not get what they had ordered for. The chef was always short tempered as the ingredients required by him were usually not available, the store manager complained that he always ordered whatever, requisitions were given to him but then also he was blamed, the delivery boys were frequently late to deliver, the deliver, the person at the reception always complained that the orders taken by her were not met promptly. (4)
- a) State which quality of management is missing in the above organization.
 - b) Also, highlight the importance of this quality of management.
- Q17.** Principles of Taylor and Fayol are mutually complementary. One believed that the management should share the gains with the workers, while the other suggested that employees compensation should depend on the earning capacity of the company and should give them a reasonable standard of living. (4)
- Identify and explain the principles of Fayol and Taylor referred to in the above para.
- Q18.** Smriti works as a marketing manager in a small company. The company has recently launched a new brand of room fresheners through aggressive promotion. However, the product is less in demand and its sales are low. Smriti decides to study the reasons for the poor likability of the product through a market research. Keeping in view the volume of work, she knows it be impractical for her to handle it all by herself. In order to share her work, she deploys a team of executives. She gives them the necessary authority and assigns them the responsibility to conduct the research and report back to her so that she can make the decisions. In the context of the above case: (4)
- i) Identify the concept used by Smriti to share her work and authority with her make the decisions.
 - ii) Also explain any three points of importance of this concept.
- Q19.** "In analyzing deviations between actual performance and standard performance, two key concepts are used so that attention of higher management is drawn only in the case of significantly important deviations." Identify both these concepts and explain their implications for controlling. (4)
- Q20.** Gayatri University of Chennai is involved in providing degrees, in BBA, BCA, LLb etc. Its BBA course is very famous and gets a good response from commerce students. The main difference of this university as compared to others is that here besides giving (5)

academic education in classrooms, students also work in some factory or office to acquire practical knowledge and skills. Students are benefitted a lot through this course along with practical knowledge, they are able to get handsome and attractive salary packages as they are preferred over others. More and more students are applying for this course in each and every session. The university provides 50% concession to poor and handicapped students for this course.

- i) Which method of training is applied by Gayatri University for its students?
- ii) Describe three more method of training under the concept following.

- Q21.** Nahar has been working as a sewing machine operator in an export house for the past ten years His basic work is to seam the parts of a garment together, and attach buttons, hooks, zippers and accessories to produce clothing. Considering the fact that Nahar is an experienced operators, he is well versed with the fundamentals of industrial production and possesses good communication skills. The plant superintendent in the factory recommends Nahar's name to the production manager for the post of industrial production and possesses good communication skills. The plant superintendent in the factory recommends Nahar's name to the production manager for the post of supervisor which will fall vacant after a month can the retirement of the present supervisor. Consequently, Nahar is assigned the post of supervisor and his salary is increased accordingly. Moreover, as per the policy of the export house, he is offered free medical aid and education to his two children. In the context of above case:
- i) Identify and explain the types of financial incentives offered to Nahar by quoting lines from the paragraph.
 - ii) Explain one more type of incentive of same category.
- Q22.** "Many managers at higher level feel that controlling function is not all that important for bringing good results." Do you agree with this statement? Give reasons. (5)
- Q23.** "Government policy changes have led to changes in the working of business organizations in many ways". Explain such six ways. (6)
- Q24.** "Though planning is an important tool of management, yet it is not a remedy for all types of problems." Do you agree with the statement? Give any six reasons in support of your answer. (6)
- Q25.** Name the function of management which co-ordinates the physical, financial and human resources and establishes productive relations among them for achievement of specific goals. Explain five points of its importance too? (6)