

HALF YEARLY EXAMINATION, 2017-18
BUSINESS STUDIES

Time : 3 hrs.

Class XII

MM: 80

Name of the student _____ Section _____ Date-12.09.2017 (Tuesday)

General Instructions:

- Answer to questions carrying **1 mark** may be from **one word to one sentence**.
- Answer to questions carrying **3 marks** may be from **50-75 words**.
- Answer to questions carrying **4-5 marks** may be about **150 words**.
- Answer to questions carrying **6 marks** may be about **200 words**.
- Attempt all parts of a question together.

- Q.1** “A religious place is also needed to be managed like business and non business organisations”. Which characteristic of management is highlighted by this statement? (1)
- Q.2** “Workers should be encouraged to develop and carry out their plants for development”. Identify the principle of management formulated by fayol. (1)
- Q.3** Companies manufacturing cigarettes have to write the statutory warning, ‘smoking is injurious to health’ on each pack of cigarette. Identify the dimension of business environment (1)
- Q.4** “Zebra Ltd. offered discount on its products to compete with the offer of free gifts by the rival company”. What type of plan is it? (1)
- Q.5** State the meaning of ‘Organisation Structure’ (1)
- Q.6** Discuss one difference between transfer and promotion. (1)
- Q.7** Name the type of formal communication if a notice is sent to employees for attending a meeting. (1)
- Q.8** State the principle of management control which suggests that the routine problems should be left to the subordinates. (1)
- Q.9** Sell Well Ltd received a new order of 20,000 toys. Mr. Pankaj, the Production Manager is expected to deliver goods in fifteen days, otherwise the contract will be null and void. To retain the customer Pankaj is planning to outsource the production of 10,000 toys and deliver the order in time. The outsourcing of production will result in increase in cost by 50%. Do you think Mr. Pankaj will be able to perform his responsibilities effectively and efficiently? Give two reasons. (1+2)
- Q.10** Tanya and Sharma, having same qualifications are working as managers in Alfa Ltd. Tanya belongs to a rural area where employment opportunities are very less were as Sharma belongs to an urban area. Ignoring other differences between the two, management of Alfa Ltd. appointed both of them as assistant managers offering them same salary package. (3)
- a) Name and briefly explain the principle of Management being followed in the above case.
- b) Identify the values on which Management of Alfa Ltd. emphasizes.
- Q.11** A company has its registered office in Delhi, manufacturing office at Gurgoan and marketing and sales department at Faridabad. The company manufactures the customer products. (3)
- a) Name the type of Organisational structure should it adopt to achieve its target.
- b) Write two advantages of the Orgaisation structure.

- Q.12** Atul is working in an organization. After every three months his manager transfers him from one department to another so that he may gain understanding about all the departments of the organization. Name and explain the method of training Atul is undergoing. (3)
- Q.13** 'Controlling is considered to be blind without planning and planning is meaningless without controlling' Explain. (3)
- Q.14** Kumaran is working in a shoe manufacturing company. The management asked him to work overtime so that production can be increased to meet the increased demand in the market. But he was not paid adequate wages for extra time and so he never contributed to his maximum. (4)
- Which principle of Fayol is violated in the above case?
 - Give two positive effects of the above principle.
 - Which value can be emphasized by following the above principle?
 - Which value is ignored by the management?
- Q.15** Soft and Silk Crafts India Ltd. has been manufacturing readymade textiles, maintains high reputation in the international market and has been dumping its untreated poisonous chemicals and wastes in the river 'Yamuna' which has polluted the river and created many health problems for Delhilies. (3+1)
- Explain the related environmental dimension.
 - Which values have been overlooked by the manufacturer? Mention any four values.
- Q.16** Following communications indicate barriers to effective communication. Identify them and also mention the measures to be taken to improve the effectiveness of communication; (4)
- The national sales manager during his visit to the southern zone , spoke to the sales managers in Hindi.
 - Mohit prefers to stay away from his boss. He is always scared of what if his boss does not approve his suggestions.
 - The sales manager while addressing to fresh graduates explained the threats and opportunities company was facing. He used lot of technical words he learnt in his MBA classes.
 - Sonu garments Ltd. Follows scalar chain very strictly. No employee what so ever may be the emergency is allowed to divert from the defined path of communication.
- Q.17** The employees in the sales department of Best sellers Ltd. are always working against time. They are not able to meet all the customers due to shortage of time. Most managers in the department have to handle two or more territories. Due to work pressure there is lot of dissatisfaction among the managers. (2+2)
- Identify which step of staffing process was not properly carried out?
 - What steps HR manager must take to ensure proper working of the sales department?
- Q.18** Explain the qualities of a good leader. Do the qualities alone ensure leadership success? (3+1)
- Q.19** Sahil, the director of a garments company , is planning to manufacture bags for the utilization of the waste material of one of his garments unit. He decided to set up the manufacturing unit in a rural area of Odisha where people have very less job opportunities and labour is available at a very low rate. He also thought of giving equal opportunities to men and women. For this he selected S.Chatterjee, Indrajeet Kaur, Aslam and Sarabjit as heads of sales, accounts, purchase and production departments.

- a) State and explain the first two steps that Sahil has to follow in the staffing process after selecting the above heads. (4)
- b) Identify two values that Sahil wants to communicate to the society.
- Q.20** “Management is a profession like medical or legal profession” Do you agree with this statement? Give any five reasons in support of your answer. (5)
- Q.21** Human Care Ltd. deals in medical equipment business. They import goods from Korea and sell in domestic market. Recently the Korean co. increased prices making goods expensive. India being price sensitive market will not accept the increased price. The director of the company is thinking of the options of importing goods from other countries like Thailand and China. He is also thinking of purchasing goods from the existing suppliers in Korea but without packing so that it is cheaper. He will save freight charges. All this will reduce the total cost and will enable him to make profits as before. (3+2)
- a) Identify the concept of management involved in the above case.
- b) Mention what steps must be followed by Human care to make sure that their objective of profit maximization is achieved.
- Q.22** Reema Machines manufacturing sewing machines follows formal organization culture in totality. It is facing a lot of problems regarding to delays in decision making. As the result it is not able to adapt to changing business environment. The work force is also not motivated since they cannot vent their grievances except through formal channels, which involve red tape. Employee turnover is high and its market share is also declining due to changed circumstances and business environment. (5)
- a) You are to advice the company with regard to what change should it bring about in its organization structure to overcome the problems faced by it.
- b) Give reasons in terms of benefits it will derive from the changes suggested by you.
- c) In which sectors can the company diversify keeping in mind the declining market for the product the company manufacturing.
- Q.23** Explain the various steps involved in the process of control. (6)
- Q.24** Maslow’s Need hierarchy is considered fundamental to understand motivation. Explain the Theory of Motivation with the help of a diagram. (1+5)
- Q.25** Good Tyre Manufacturing Co. appoints Mr. Ravi as supervisor of their production department. He is kind and guides his subordinates. He clarifies their doubts in performing the task. This helps the worker to achieve their targets. (1+5)
- a) Identify the level at which Ravi is working.
- b) Write any five functions that Ravi has to perform at that level.

