

FIRST TERMINAL EXAMINATION, 2016
BUSINESS STUDIES

Time : 3 hrs.

Class XII

MM: 80

Date – 10.09.2016

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** How does management help in achieving personal objectives? (1)
- Q.2** Alliance Ltd. is engaged in manufacturing plastic buckets. The objective of the company is to manufacture 100 buckets a day. To achieve this, the efforts of all departments are coordinated and interlinked and authority-responsibility relationship is established among various job positions. There is a clarity on who is to report to whom. Name the function of management discussed above. (1)
- Q.3** This type of leadership provides a high degree of independence to subordinates to formulate their own objectives and ways to achieve them and the leader is available to supply required information to complete the task assigned. Identify the type of leadership. (1)
- Q.4** The production manager of Hiba limited conducted work study for the determination of standard time to be taken for producing one unit. Identify the step of controlling process, mentioned here. (1)
- Q.5** One of the principles of scientific management emphasizes that, to make the employees learn the 'best method' of production, training to workers is essential. It further emphasizes that each person should be scientifically selected and the work assigned to the employees should suit physical, mental and intellectual capabilities. (1)
- Name the principle of scientific management involved here.
- Q.6** Mrs. Sakshi, owner of leather garments factory sends her marketing head to Europe every quarter to understand the changes in fashion. This helps her to prepare the latest range, in line with customers' demands and expectations. (1)
- Identify the nature of business environment highlighted in the above case.
- Q.7** Give the meaning of 'Programme' as a type of plan. (1)
- Q.8** Prakhar is working under the guidance of Sumit, a Carpenter, for the last three years to learn the different skills of this job. Name the method of training Prakhar is undergoing. (1)
- Q.9** 'Make in India' is an initiative of the government of India to encourage companies to manufacture products in India. It was launched by Prime Minister Mr. Narendra Modi. Because of it, India is becoming an attractive investing destination. Identify the dimension of business environment and explain it. (3)
- Q.10** A truck manufacturing company has its registered office in Delhi and manufacturing unit in Chennai. The company manufactures different types of trucks. Its marketing division is located in Noida. Suggest a suitable organization structure for this company giving reason in support of your answer. (1+2)
- Q.11** Volvo Ltd's target is to produce 10,000 shirts per month at a cost of 100 per shirt. The production manager achieved this target at a cost of Rs. 90 per shirt. Do you think the production manager is effective? Give reason in support of your answer. (3)
- Q.12** 'An effort to control everything may end up in controlling nothing'. Explain. (3)

- Q.13** “Some learning opportunities are designed and delivered to improve skills and abilities of employees whereas some other are designed to help in the growth of individuals in all respects”. Differentiate between the two concepts on any three basis? (3)
- Q.14** Mr. Ranjan, the Production Manager of Pure Water RO System prepared an incentive plan for the employees of production department. Standard number of RO’s to be assembled by an employee was set as 20 units per day and it was decided that if any employee produces more than the standard unit than he would be given 500 extra on every extra unit assembled. This worked as a source of motivation for efficient employees. Pure water company also promotes its product by donating RO systems to some schools as the Supreme Court has ordered to supply clean drinking water in educational institutions. (1+1+2)
- Identify the technique of scientific management followed by Mr. Ranjan.
 - Identify the dimension of business environment in the above case.
 - State the values communicated by Pure water company to the society.
- Q.15** ‘The Vice President of Sing Song Enterprises decided long term organizational objectives. The Divisional managers formulated short term plans for implementing long term plans and policies formulated by the Top level. The Supervisor formulated day to day plans, took suggestions from workers and involved them in the planning process. (1+2+1)
- Identify the framework which is deliberately created to implement the plans of the organization.
 - State any two advantages of such a framework.
 - Discuss any one limitation of such a framework.
- Q.16** Identify and explain the ‘Maslow’s Hierarchy need’ highlighted in the following statements. (4)
- Motivators like pension plans and job security.
 - The need to maintain human life.
 - Also mention any two values which is promoted by Maslow’s Need Hierarchy Theory of Motivation.
- Q.17** “Tyre Centre Limited manufactures tubelss tyres for cars. It recruits a large number of unskilled workers at short notice. It lays down the quality standard as follows : (2+2)
- Weight – 6.5 kg, content of Rubber – 90%, Steel wiring used for making beading of type – 10%, Depth – 8 mm to 10 mm.
- After manufacturing some tyres, they adopted a system which would enable them to identify the above standard set were accurate or not.
- Identify and explain the function of management being referred above.
 - Explain two points of importance of the management function identified in part (a).
- Q.18** Mr. Ketan, the marketing manager of a pen manufacturing company developed a plan for meeting the increased demand without inviting his subordinates suggestions and ideas. The subordinates were simultaneously taking instructions from many superiors which led to decline in efficiency and morale of subordinates. (4)
- Identify and explain the two principles of Fayol violated here.
- Q.19** State any four points which highlight the importance of principles of management. (4)
- Q.20** Rohan is working as ‘Purchase Manager’ in King Ltd.. Name the managerial level at which he is working. Explain any four functions he will perform as ‘Purchase Manager’ in the company. (1+4)

- Q.21** Brooming school has set an objective of helping poor children by fulfilling their basic needs. On the occasion of Van Mahotsav, the school decided to plant medicinal plants and guided the students to do the same in the school premises. The school also decided that the money that will be received by selling these plants would be used to help the poor children. (1+2+2)
- Identify the function of management involved.
 - Explain any two steps involved in the process of this function of management identified in part (a).
 - Explain any two advantages of this function.
- Q.22** The MD of a company, Excellence Ltd. assigned the production target of 50,000 detergent packets in a month to its Divisional Manager Mr. Gopal and Mr. Bupendra, skin care divisional manager. Mr. Gopal was able to produce 50,000 units but Mr. Bhupendra could only produce 49,990 detergent packets. Mr. Gopal went to MD and asked him to fire Mr. Bhupendra as he was ineffective. Mr. Bhupendra said that although he could not achieve the desired target but still his performance was very close to the target, so he should be allowed to work in the company. You are requested to take the decision assuming you are the MD of the company. Identify the technique involved in one of the steps of controlling process you will consider while taking this decision. Also explain one more step of the controlling process. (5)
- Q.23** Chadha Ltd. has not been able to achieve its sales targets. Mr. Prakash, the General Manager of the company, after adopting suitable controlling techniques arrived at a conclusion that the employees were not putting in their full potential towards achieving the sales targets. Hence Mr. Prakash decided to announce an incentive scheme under which the employees would be motivated to perform better. (6)
- Under which element of one of the functions of management, incentives are being provided to employees in the above case.
 - Identify that management function.
 - Identify the need which succeeds the basic need of Maslow's Need Hierarchy Theory of Motivation.
 - Identify the incentive that can be classified as financial as well as non financial incentive.
 - Explain any two importance of the function of management identified in part(b).
- Q.24** A group of five employees Mr. Ankit, Mr. Chintu. Ms. Toshi, Ms. Ananya and Ms. Sundari belonging to sales department of a company were having a casual discussion regarding how they came in contact with the organization. Mr. Ankit said he's working since last 20 years and recently he was shifted from Production Department to Marketing department. Mr. Chintu was directly hired from IIM in his last year of MBA programme. Ms. Toshi secretly revealed that her name was given by the Marketing Manager of the company. Ms. Ananya got the job through an agency that had selected her on behalf of the company and Ms. Sundari had applied after seeing the vacancy in a business magazine. (6)
- Which step of staffing process is highlighted above?
 - Also state the names of sources of that step in relation to the five employees. Explain each source in brief.
- Q.25** If a superior shares his/her responsibility, the responsibility is performed by two. However if the power of decision making is shared with all levels of management, the responsibility is performed by many. (1+5)
- Identify the two concepts in the given statement.
 - Explain any five importance of the above identified concepts.

