

**INTERNATIONAL INDIAN SCHOOL, BURAI DAH**  
**INTERMEDIATE EXAMINATION (2019-20)**

**Sub: BUSINESS STUDIES**

**Set- B**

**CLASS – XII**

**Date: 25/06/2019**

**Duration: 3hrs.**

**Max Marks: 80**

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General Instructions:

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

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**SECTION - A**

(20X1=20)

1. Define the term 'Business Environment'
2. Give the meaning of "order" as a principle of management.
3. What is meant by span of management?
4. National Vritech Ltd. has grown in size. It was a market leader but with changes in business environment and with the entry of MNCs, its market share is declining. To cope up with the situation, the CEO starts delegating some of his authority to the General Manager, who also felt himself overburdened and with the approval of CEO disperses some of his authority to various levels throughout the organization. Identify the concept of management discussed above.
5. 'Sonu Nigam' the famous playback singer always spends time for practice and adds his creativity in his singing. Like Sonu Nigam, Mr. Rajiv, manager of Headlines Ltd. uses his creativity and practice management principles under different situations to manage the business. The employees are happy and satisfied as he every day reward employees for their punctuality and efficiency. Identify the nature of management highlighted above.
6. Define "planning premises".
7. Kanika and Priyanka are typists in a company having same educational qualifications. Kanika is getting Rs. 16000 per month and Priyanka Rs. 10000 per month as salary for the same working hours. Which principle of management is violated in this case.
8. Just after declaration of Lok Sabha Elections 2014 results, the Bombay stock exchange's price index (Sensex) rose by 1000 points in a day. Identify the environmental factor which led to this rise giving reason.
9. What do you mean by Management Hierarchy?
10. "These are general statements that guide thinking and channelize energies towards a



particular direction and help in solving routine problems”. Identify the type of plan.

11. Define “Scalar Chain”
12. Mr. Sohan is the owner and manager of a grocery store. He attended a management seminar. The topic was on globalization and impact of technology on business. He was surprised to see how media and internet provide opportunities to expand business. He also felt there is a need to upgrade technology to expand business outside the city. Which business environment dimension is being referred here?
13. It is a network of personal and social relations not established or required by the formal organization but arising spontaneously as people associate with one another. Name this organization.
14. The production manager of an automobile company asked the foreman to achieve a target production of 200 scooters per day. But he did not give him the authority of requisition tools and materials from the stores department. Can the production manager blame the foreman if he is not able to achieve the desired target? Which principle of management is violated here.
15. What do you mean by Mental Revolution?
16. Rishabh, a manager, very often speaks to people at all levels, passing on instructions regarding his department and also the other departments. Which principle of management is being overlooked?
17. Suhasini a home science graduate from a reputed college has recently done a cookery course. She wished to start her own venture with a goal to provide ‘health food’ at reasonable price. She discussed her idea with her teacher (mentor) who encouraged her. After analyzing various options for starting her business venture, they short listed the option to sell ready made and ‘ready to make’ vegetable shakes and sattu milk shakes. Then they both weighed the pros and cons of both the short listed options. Name the function of management being discussed above and give any one of its characteristics.
18. What do you mean by “Globalization”.
19. “The principles of management are different from those used in pure science”. Write any one difference.
20. Define Management.

#### SECTION - B

(5X3=15)

21. Suhasini, a home science graduate from a reputed college, has recently done a cookery course. She wished to start her own venture with a goal to provide ‘health food’ at reasonable prices. She discussed her idea with her teacher (mentor) who encouraged her. After analyzing various options for starting her business venture, they short listed the option to sell ready made and ‘ready to make’ vegetable shakes and sattu milk shakes. Then, they weighed the pros and cons of both the short listed options. Name the function of management being discussed above and give any two of its limitations.
22. Explain “Rule” and “procedure” as a type of plan with example.



23. Differentiate between "Functional" and "Divisional" structure of organization.

OR

Differentiate between "Formal" and "Informal" organization.

24. Rishitosh Mukerjee has recently joined AMV Ltd, a company manufacturing refrigerators. He found that his department was under-staffed and other departments were not cooperating with his department for smooth functioning of the organization. Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved. Identify the level at which Rishitosh Mukerjee was working. Also, state three more functions required to be performed by Rishitosh Mukerjee at this level.

25. Rajveer works as a plant superintendent in a carpet making factory. In order to complete the export orders on time, the production manager asks him to make the workers work over time whereas the finance manager is strictly against this practice because it will increase the cost of production. Moreover, Rajveer feels that since the company is manufacturing handmade carpets as well as machine made carpets there is a lot of overlapping of activities. Therefore, there should be two separate divisions for both of them wherein each division should have its own in charge, plans and execution resources.

In context of the above case: (a) Identify and explain the principle of management which is being violated. (b) Also identify the principle of management that Rajveer feels should be implemented in the factory.

Give any two differences between the principle of management as identified in part (a) and part (b) respectively.

### SECTION - C

(3X4=12)

26. 'Understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms.' In light of the statement, explain any four points of importance of business environment.

OR

Briefly explain the features of new industrial policy 1991

27. Arush joins as a sales manager of a company dealing in naturotherapy products. Being proficient in his work, he knew that without good planning he will not be able to organize, direct, control or perform any of the other managerial functions efficiently and effectively. Only on the basis of sales forecasting, he would assist in the preparation of the annual plans for its production and sales. Besides, he will have to prepare sales plans regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecasts, he undertakes intellectual thinking involving foresight, visualization and issued judgment rather than wishful thinking or guess work. Most importantly, all these planning activities will be meaningful only if they will coincide with the purpose for which the business is



being carried out. In context of the above case, identify the various features of planning highlighted in the above paragraph by quoting lines from it.

28. Explain any four importance of Management.

OR

Enumerate any four features of co-ordination..

SECTION - D

(3X5=15)

29. Explain the impacts of government policy on business and industry.

OR

Explain the features of Business Environment.

30. Aman Chadha started 'Bulls Eye' a company for providing cyber security solutions to businesses. Its objective is to prevent, detect and respond to cyber attacks and protect critical data. He was a hardworking software engineer and an expert in cyber security. His reputation grew by leaps and bounds as he was not only a person of integrity but also did his work with utmost honesty and sincerity. The business started growing day by day. He was delighted when he was offered a big project by the Ministry of Defense. While working on the project, he found that the volume of work made it impractical for him to handle all the work by himself. He decided to expand the team. The company maintained a close liaison with a local engineering college. During a campus placement, Ishan and Vrinda were appointed to work for the new project. He found the new employees capable, enthusiastic and trustworthy. Aman Chadha was thus, able to focus on objectives and with the help of Ishan and Vrinda, the project was completed on time. Not only this Aman Chadha was also able to extend his area of operations. On the other hand Ishan and Vrinda also got opportunities to develop and exercise initiative.

Identify and briefly explain the concept used by Aman Chadha in the above case which helped him in focusing on objectives. Also, state any four points of importance of the concept identified in (i) above.

31. Define Scientific Management. Explain the scientific management principles given by Taylor.

OR

Explain the technique of functional foremanship with diagram

SECTION - E

(3X6=18)

32. Radhika opens a jewelry showroom in Jaipur after completing a course in jewelry designing. She has employed eleven persons in her showroom. For greater productivity, she divides the work into small tasks and each employee is trained to perform his/her specialised job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Radhika as the final authority. In the earlier days of starting of the business, five of her employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, after six months when the business



was doing well, she awarded a cash bonus to each of these employees to honor her commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees.

In context of the above case: (a) Identify and explain the various principles of management that are being applied by Radhika by quoting lines from the paragraph.

(b) Identify and explain the principle of management which is being violated by Radhika by quoting lines from the paragraph.

(c) State any one effect of the violation of the principle of management by Radhika as identified in part (b) of the question.

33. Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organizations, after completing their masters in business management, both of them take up a job at managerial level in different organizations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to especially able persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju may spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos.

In context of the above case: Identify and explain the various features of management highlighted in the above paragraph by quoting lines from it.

34. Define Organizing. Explain the importance of organizing as a function of management.

OR

Briefly explain the steps in the process of organizing.

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