

**Assignment-1 B**  
**Business Studies (12<sup>th</sup> commerce)**  
**Ch-1 and 2**  
**Submission date-3<sup>rd</sup> April, 2017**

**1. Identify the characteristic of management in the following:**

- (i) It creates an environment of productive relationships, keeps all stakeholders happy and satisfied.
- (ii) All regional sales managers of Achieve Best Ltd. worked towards achievement of company's annual sales target of 50 m toys.
- (iii) After every three months, Mr. Ramakant offers new schemes to its distributors. He tries to bring changes keeping in mind the needs of a customer and offers from his competitors. This gives him edge over his competitors.
- (iv) A owner of company not only sets goals for the company but also organises resources, appoints suitable people and ensure that all plans are implemented properly.
- (v) Management sets targets and unites efforts of all individuals to accomplish them.
- (vi) A business needs to manage all activities from its start to finish.

**2. Identify the functions of management in the following:**

- (i) Short listing, interviewing and selecting people to perform specific tasks in the organisation.
- (ii) Giving instructions, leading and motivating employees to accomplish desired goals.
- (iii) Arranging physical and human resources, assigning responsibilities and authorities for effective implementation of plans.
- (iv) Establishing business objectives, setting targets, drafting policies and plans to achieve the set goals.
- (v) Comparing the actual results with plans and taking corrective actions if expected results are not achieved.

**3. Identify the levels of management performing following responsibilities:**

- (i) Appointing workers on daily wages.

- (ii) Giving instructions to implement organizational plans and policies.
- (iii) Establishing the long term and short term goals for the entire organization.
- (iv) Responsible to resolve disciplinary issues among workers in the factory.
- (v) Representing problems of workers regarding safety issues.
- (vi) Taking decision on which machinery to be purchased to improve productivity.
- (vii) Entering into joint venture with a foreign company.
- (viii) Preparing annual appraisal report of line managers.
- (ix) Devising new schemes to boost sales.
- (x) Decision to start a new product line.

**4. Identify in following activities if the manager was effective; efficient; both or neither.**

- (i) Mr. Narang produced 500 shirts two days before time. He paid over time to his workers to complete production before time.
- (ii) Mr. Singh could get an additional order of 2000 toys from his existing buyer at the same price.
- (iii) Rohini prepared a well-documented and factual report on company's performance. Unfortunately, she could not present it in the Board meeting because she could not complete it on time.
- (iv) Sandhya managed to submit her class XII final project on the submission day. She did not do proper research for the project as a result there were no supporting facts. She also did not write the conclusion for the project.
- (v) Best Roadways promised Mr. Sanjay that goods would be delivered to his customer in three days. They charged extra money for express delivery. However the goods were delivered after five days and as a result Mr. Sanjay's customer cancelled the order.

**5.** 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 on 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 reasons.

**6.** Hindustan Entertainment Company is organizing circus shows internationally for the last thirty years. Their shows have been successful across the globe. Of late, their shows are not as popular as they were in the past. They are thinking of bringing in necessary changes in their shows to gain popularity.

(i) Identify which characteristic of management they reflect in their business management. Give reasons.

(ii) Suggest the necessary actions or decisions, which should be taken at each level of management to improve business opportunities.

**7.** Sumit has just completed his MBA from IIM — Bombay. He joined his family business. During one of the meetings, he started referring to management books and theories to handle customers and manage competitors. On this, his father commented, "Books give overview but it is the experience and skills which comes handy while managing customers and preparing strategies to have an edge over competitors". Discuss the above comment and state the nature of management that has been explained.

**8.** Mr. Sahai the Director of Achieve Well Ltd. many times get involved in activities like procurement of raw materials, production and dispatch of goods, employee discipline etc.

(i) Do you think he must be involved in such activities of business ? Give reasons for your answer.

(ii) Name the level of management Mr. Sahai belongs to. List down the important functions, which Mr. Sahai must perform.

**9.** ABC Ltd. sells Blood sugar testing equipment of three different brands Gluneco, Onetouch and Oncall. There are three people in dispatch department, five in sales department and two in purchase department. Of late customers are complaining that the goods dispatched are not as per goods ordered. Many times quantity dispatched is short or products are of different brand. The sales department is also complaining that the goods are not in stock therefore they are not able to fulfill orders. Purchase department says that neither store in-charge informs them about stock levels nor sales managers provide them with forecast sales. There is total chaos in the company and each department is holding other department responsible for under performance.

Which quality of management is missing in ABC Ltd ? Explain the role this quality plays in improving business performance.

**10.** Hina and Harish are typists in a company having same educational qualifications. Hina is getting Rs. 3000 per month and Harish Rs. 400 per month as salary for the same working hours. Which principle of management is violated in this case? Name and explain the principle.

**11.** The production manager of Bharat Ltd. Instructs a salesman to go slow in selling the product, whereas the marketing manager is insisting on fast selling to achieve the target. Which principle of management is being violated in this case? State the consequences of violation of the this principle

**12. Identify the principle of management being violated in the following situations:**

- (i) Raghulal receives orders from the planning incharge as well as the production incharge.
- (ii) Mohit is the sales manager with a team of five sales executives. He is responsible to meet the sales target. However, before finalizing any deal he has to seek opinion from the owner of the company.
- (iii) A company has two departments to manage sales across India. Both departments are responsible to sell company products in their areas. The owner felt that appointing separate heads of department would increase competition and thus increase sales volume.
- (iv) The workers of Quick Production Ltd. have to look for tools every morning because everyone in the company has a habit of leaving tools wherever it is convenient to them.
- (v) Mr. Ratiram the production manager expects that workers would perform their best immediately after joining. If any worker fails to perform he is fired within one week of joining.
- (vi) Puneet and a Sarita are working as sales managers in Sell Well Ltd. They both have similar responsibilities but Puneet enjoys higher salary and more perks than Sarita.
- (vii) Mr. Nitin the HR manager grants his assistant ten days paid leave for holiday but rejects Rohit's leave application for appearing in an exam.
- (viii) Mr. Nalin the head of Sales holds meeting with all the sales executives and discusses the market strategies. Two sales executives give feedback on existing strategies and suggest changes to make them effective but Mr. Nalin rejects them and asks all the executives to stick to the strategies he has stated.
- (ix) Manav a Sales manager sells products to only those customers from whom he can receive incentive. He makes no efforts to increase sales of other customers.
- (x) Kartik and Avi are part of a sales team who is responsible to achieve target collectively. In order to be superior to others both Kartik and Avi never discuss their plans with the team.

**13. Identify the techniques of scientific management which are described by the statements given below. Also give reason.**

- a) When many specialists supervise each worker.
- b) When uniformity is introduced in materials machines tools method of work and working condition after due research.
- c) To determine standard time taken to perform a will defined job.
- d) Giving variable wages to workers and management based on their performance.
- e) Change in the attitude of workers and management towards are another from competition to cooperation.
- f) To fine out one best way to do job.