



MAKING SCHEME FOR PRELIM-2 (2020-21)

Class: XII

Sub: Business Studies

Maximum Marks:80

Sr No	Questions	Marks
1)	Diana Ross is a dynamic CEO. She promotes initiative, opportunity, flexibility and autonomy to each unit of the organisation. This had led to faster decisions and managerial development in her employees. Identify the type of organisation structure. d)-Divisional structure.	1
2)	A company utilises various raw materials, labour force, human resources, power, water and many other inputs from the business environment. When all these resources are utilized output is produced. These inputs have to go through various operations and processes. These operations convert the raw materials into final products which are then sold in the market. In the above paragraph which importance of Business Environment is highlighted? Helps in tapping useful resources.	1
3)	A production manager of a firm is an efficient manager, as he utilizes all the functions of management to minimize cost. He directs all the staff members under him to follow the targets and advises them to put their efforts to achieve the targets. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to the increase in their salaries. Identify any one importance of management highlighted above. The importance of management highlighted here are: 1. Management increases efficiency. A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area, 2. Management helps in achieving group goals. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. 3. Management helps in achieving personal objectives. This has led to the increase in their salaries. [any one of the subtitle-1 mark]	1
4)	Mr. Sanjeev is responsible for the welfare and survival of his organisation. At which level of management does Sanjeev work? Sanjeev works at the- b) top level to management	1
5)	Match the terms in Column I with their respective definition in Column II. a) ii, iii, i b) iii, I, ii c) ii, I, iii d) iii, ii, i	1

6)	<p>Cool Air Manufacturers are the leading AC manufacturers. They decided to install awards for the best performance of the year. Rajesh who is a hard-working worker wins the award. This motivated him to work harder. Mr. Kulkarni who is the CEO of the company gives a heart-touching speech. He told all the workers that the company should increase their sales by expanding the market. Their contribution towards this goal is immense. He tells them that the company should continue to generate revenue that is essential to cover the cost and the risk of the business. So that the company continues to be successful in operations and is in the position to increase the number of workers, products produced and also the sales turnover. The speech ends with the promise made by the labour union head that the company will get the full support from the workers.</p> <p>In the above case _____ objectives of management was discussed by Mr. Kulkarni in the speech.</p> <p>Organisational Objectives</p>	1
7)	<p>A floor manager of a Mall is very capable as he utilises all the functions of management. He lays stress on developing mutual trust and spirit of cooperation amongst the employees. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to increase in their salaries.</p> <p>Identify the principle of Fayol followed by the floor manager in the above case.</p> <p>Esprit De Corps</p> <p style="text-align: center;">Or</p> <p>Stable Enterprises is a company which believes in the security of employment. Their selection process is very rigorous and they get the best of experts in their respective fields. To retain the selected candidates, they give surety of employment for a fixed period of time. Which principle of management is followed here?</p> <p>‘Stability of personnel’.</p>	1
8)	<p>The first masters’ is a leading advertising company in its industry. Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. The organisation wanted to maintain its supremacy in the market. They decided to break the meeting into two parts. In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. It was concluded that company was doing extremely well in the domestic market and the client base was expanding. However, when the company’s performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. After the meeting the company was looking forward to making new gains. Identify any one feature of Business Environment highlighted in the above case?</p> <ol style="list-style-type: none"> a) Totality of external forces- Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. b) Specific and general forces- In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. c) Relativity -However when the company’s performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. [Any one subtitle] 	1

9)	<p>Advertisements of a protein supplement must inform the potential buyer that the product if taken beyond a given dose can be harmful to the patients with diabetics. Which dimension of business environment is highlighted here?</p> <p>a) Economic b) Social c) Legal d) Political</p>	1
10)	<p>In India, the sale of sarees increases in those months of the year when a large number of marriages takes place. The saree manufacturing companies make special plans of sale on those months to increase their market share. Which dimension of business environment comes into picture here?</p> <p>a) Economic b) Social c) Legal d) political</p>	1
11)	<p>Explain the term ‘developing premises’ as one of the steps for planning Managers make certain assumptions for future and planning is made based on the assumptions.</p>	1
12)	<p>Rajiv Bulbs is a city-based company growing at a rapid pace in the bulb industry. Recently it has won award for being the most economical company. One of the reasons for reduction of cost is that it has grouped similar jobs together and the functions are not duplicated. This has led to specialization and increase in efficiency. Name the organisation structure suitable for the above-mentioned case. Functional Structure Or Alliance Ltd. is engaged in manufacturing Television Sets. The objective of the company is to manufacture 100 T.V 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 clarity on who is to report to whom. This has helped them achieve the goals of the organization. Name the function of management discussed above. Organizing</p>	1
	<p>Read the following text and answer question No.13-16 on the basis of the same:</p> <p>GRT chemicals Ltd.’ is a large and creditworthy company manufacturing chemicals for the Indian market. It now wants to cater to the Asian market and decides to invest in new hi-tech machines. Since the investment is large, it requires long-term finance. It decides to raise funds by issuing equity shares. The issue of equity shares involves huge floatation cost. To meet the expenses of floatation cost the company decides to tap the money- market.</p>	
13)	<p>Name and explain the money-market instrument the company can use for the above purpose. Commercial paper- [½ mark for this] explanation of commercial paper-Short term, unsecured promisory note, negotiable and transferable by endorsement and delivery by fixed maturity period. [½ mark for explanation of commercial paper]</p>	1

14)	What is the original purpose of the above identified money market instrument. Provide short term funds for seasonal and working capital requirement needs.	1
15)	Name two instruments issued by commercial banks to raise funds in the money market. Call money and certificate of deposit.	1
16)	Name any other money market instrument used to finance working capital requirement of business firms. Commercial bill.	1
	Read the following text and answer question No.17-20 on the basis of the same: Asian Motor Company is manufacturing & selling Cars. The company has made its presence in three continents. Therefore, the client base is huge. The company sells cars through a franchise who are well known entrepreneurs in that region. Recently, a new car was launched by a company. The company has decided to make this car available in a new country where the facility to store is not well established. The company will have to use an innovative idea to address this problem in one of the components of physical distribution. The company is known world over for its innovative ideas for solving all the problems it faced. When it comes to promotional ideas, the company always depends upon one of the components of Promotion mix, which is a paid form and has an identified sponsor. It undertook the promotional activity in such a manner that it persuades, lures, and coax buyers to buy the product.	
17)	Which Marketing Management philosophy is being followed by Asian Motor Company? Selling concept.	1
18)	Which type of channel of distribution is used by the car company to reach to its customers? Indirect channel-one level.	1
19)	Which component of physical distribution has been highlighted in the above case in which company will have to bring innovation? Warehousing	1
20)	Which component of promotion mix has been highlighted in the above case which is effectively used by the company? Advertisement	1
21)	Mr. Ashwin, the CEO of a company is thinking of expanding his company. He is planning to float new issues and thinks of going with the most popular method of raising funds used by the public companies. He discussed this option with his immediate subordinates. Mr. Mohammad, the CFO of the company suggested issuing the securities through intermediaries like issuing houses or stock brokers. Mr. Ahmed, COO suggested to involve institutional investors which will help them raise funds more quickly and reduce many mandatory and non-mandatory expenses. In the light of the above given details, identify the various methods of floating new issues suggested by the CEO, CFO and COO. The various methods of floatation highlighted in the above case are: <ul style="list-style-type: none"> ○ Offer through prospectus. Ramesh the CEO of a company thinks of going with the most popular method of raising funds used by the public companies. ○ Offer for sale-CFO-Then they think of issuing the securities through intermediaries like 	3

	<p>issuing houses or stock brokers.</p> <ul style="list-style-type: none"> ○ Private placement-COO- He advises him to involve institutional investors which will help him raise funds more quickly and many mandatory and non-mandatory expenses could be avoided. <p style="text-align: center;">OR</p> <p>Mr. Sanjay Nehra was the Chairman of ‘Accurate Bank. The bank was earning good profits. Shareholders were happy as the bank was paying regular dividends. The market price of their shares was also steadily rising. The bank was about to announce taking over of ‘Vena Bank Mr. Sanjay Nehra knew that the share price of ‘Accurate Bank’ would rise on this announcement. Being a part of the bank, he was not allowed to buy shares of the bank. He called one of his rich friends Sudhir and asked him to invest Rs 5 crores in shares of his bank promising him the capital gains.</p> <p>As expected the share prices went up by 40% and the market price of Sudhir’s shares was now Rs.7 crores. He earned a profit of Rs.2 crores. He gave Rs.1 crore to Mr. Sanjay Nehra and kept Rs.1 crore with himself. On regular inspection and by conducting enquiries of the brokers involved, Securities and Exchange Board of India (SEBI) was able to detect this irregularity. The SEBI imposed a heavy penalty on Mr. Sanjay Nehra and discouraged fraudulent and unfair trade practices.</p> <p>By quoting the lines from the above para identify and state any two functions that were performed by SEBI in the above case.</p> <p>Regulatory function</p> <ul style="list-style-type: none"> ➤ On regular inspection and by conducting enquiries of the brokers involved Securities and Exchange Board of India (SEBI) was able to detect this irregularity <p>Protective function</p> <ul style="list-style-type: none"> ➤ ‘The SEBI imposed a heavy penalty on Mr. Sanjay Nehra.’ ➤ discouraged fraudulent and unfair trade practices. -Prohibition of fraudulent and unfair trade practices like misleading statements, manipulations and price rigging. [All three points- ½ Mark each for quoting and ½ mark for stating the function] 	
22)	<p>A.S. Ltd.’ is a large company engaged in assembly of air-conditioners. Recently the company had conducted the ‘Time’ and ‘Motion’ study and concluded that on an average a worker can assemble ten air-conditioners in a day. The target volume of the company in a day is assembling of 1,000 units of air-conditioners. The company is providing attractive allowances to reduce labour turnover and absenteeism. All the workers are happy. The assembly of air-conditioners per day is 800 units only. To find out the reason the company compared actual performance of each worker and observed through C.C.T.V. that some of the workers were wasting time.</p> <ol style="list-style-type: none"> 1. Identify the function of management discussed above. 2. State those steps in the process of the function identified which are discussed in the above paragraph. <ol style="list-style-type: none"> 1. Function of management – Controlling. 2. Following steps of controlling are identified in the given para: <ul style="list-style-type: none"> Setting performance standards Measurement of actual performance Comparing the actual performance with standards. [any two points -2 marks] 	3

<p>23)</p>	<p>Rattan Chemicals is looking for qualified and talented people to apply for vacant jobs in the organisation. With the passage of time, the organisation has designed various types of tests. They want to test the employees on the basis of their learning and decision-making ability. The company wants to ensure proper testing of the recruited candidates. After the selection, the candidates have to be trained on the equipment they will be using but this training will take place away from the workplace.</p> <p>a) Which type of recruitment should the company depend upon? External recruitment [1 Mark]</p> <p>b) Which type of test should be conducted done by the organisation to suit their need? Intelligence test [1 Mark]</p> <p>c) What type of training is given to the candidates? vestibule training [1 Mark]</p> <p style="text-align: center;">OR</p> <p>Azeem, the Marketing Head, Robert, the Assistant Manager and Jyoti, the Human Resource Manager of ‘Perfect Enterprises Ltd decided to leave the company. The Chief Executive Officer of the company called Jyoti, the Human Resource Manager and requested her to fill up the vacancies before leaving the organization. Jyothi informed that her subordinate Miss Alka Pandit was very competent and trustworthy and suggested that if she could be moved up in the hierarchy. The Chief Executive Officer agreed for the same. Miss Alka Pandit contacted ‘Keith Recruiters’ who advertised for the post of marketing head for ‘Perfect Enterprises Ltd. They were able to recruit a suitable candidate for the company. Roberts vacancy was filled up by screening the database of unsolicited applications lying in the office.</p> <p>Name the internal/external sources of recruitment used by ‘Perfect Enterprises Ltd.’ to fill up the above stated vacancies.</p> <ul style="list-style-type: none"> ○ Promotion—for the post of Human Resource Manager ○ Placement Agencies and Management Consultants—for the post of Marketing Head ○ Casual Callers—for the post of Assistant Manager [1x3=3 marks] 	<p>3</p>
<p>24)</p>	<p>ABCD Inc. is a company which deals with providing car service at home and on road. There are different departments in this company like Human Resources, Marketing, Finance, Research & Development and Operations. The top management of the company tries its level best to synchronize the activities of different departments in the best possible manner. This resulted in increased efficiency and attainment of goals. However, with the passage of time the size of the company has grown and now they have many branches all over the country. The synchronization has turned more important with the increase in the size of the company and the number of employees. The Departmental Heads of the company are specialists in their respective areas. The top management works by consulting and respecting their views on the subject. This ensures smooth functioning of the organisation.</p> <p>a) Identify the concept of management highlighted above. b) Write two benefits highlighted in the above paragraph of this concept.</p> <p>The concept of management highlighted above is that of Coordination. The top management</p>	<p>3</p>

	<p>of company tries its level best to synchronize the activities of different departments in the best possible manner. [1 mark]</p> <p>The importance of coordination:</p> <ol style="list-style-type: none"> 1. Growth in size. When the organisation grows in size coordination plays an important role in synchronizing all the activities as the number of employees and branches increases. The synchronization has turned more important with the increase in the size of the company and the number of employees. 2. Specialisation. The specialists like the departmental heads cannot be tackled just by unity of command. They have their own egos. Here the best way to tackle them is to ensure coordination among them. Their ego clashes are avoided to ensure smooth functioning of the organisation. [2 marks-2 points along with the explanation] 	
25)	<p>Explain the first four steps involved in the process of Staffing</p> <ol style="list-style-type: none"> a) Estimating the manpower requirement b) Recruitment c) Selection d) Placement and orientation 	4
26)	<p>Rajesh works in a Swift software company. This company is growing by leaps and bounds. The employees of the company are happy as they receive timely salary. The company has decided to increase the fringe benefits like car allowance, foreign trips, etc. With this step, the company will enter into the list of few chosen companies to do so. For the elderly members of the organisation, the company has decided to include gratuity in the list of benefits along with already given benefits like provident fund. To encourage the employees to work hard, the company provides its shares at a price lower than the market price. All these steps have lifted the morale of the employees.</p> <p>Name any four financial incentives have been highlighted in the above case?</p> <ol style="list-style-type: none"> a) Pay and allowances-The employees are happy as they timely get their salaries b) Perquisites- The Company however has decided to increase the fringe benefits like car allowance, foreign trips, etc c) Retirement benefits- For the elderly members of the organisation the company has decided to include gratuity in the list of benefits d) Co-partnership/stock option [four points along with the explanation-4 marks] <p style="text-align: center;">OR</p> <p>Mathew is a manager in a company engaged in production of electrical appliances. He has been on this position for quite a long time. He is liked by his subordinates as he encourages their participation whenever he takes an important decision. Being an experienced manager, he believes that only money is not sufficient to motivate the employees. Therefore, he uses the following non-financial incentives to motivate the employees:</p> <ul style="list-style-type: none"> ➤ Mathew has set up a suggestion box system in order to involve his subordinates in decision-making. This has resulted in an increased involvement of the employees in issues related to the organisation. ➤ Mathew has given more autonomy to the employees working under him with an assurance of greater responsibility from them. Since workers take part in the process of decision-making hence they feel that their job is important. 	4

	<ul style="list-style-type: none"> ➤ Mathew ensured to make employees work more meaningful. The outcome has been an increase in motivation for the employees at the place of work itself. ➤ Mathew often conducts appropriate skill development programmes. He has chalked out a sound promotion policy to give more growth opportunities to the employees. <p>a) Identify and explain the leadership style followed by Mathew. The leadership style followed by Manoj is participative or democratic. Under such a leadership style a leader develops action plans and makes decisions in consultation with the subordinates. He encourages participation of workers in decision-making process.</p> <p>b) Also identify any three non-financial incentives used by Mathew to motivate the employees.</p> <p>Following are the non-financial incentives used by Manoj to motivate the employees:</p> <ul style="list-style-type: none"> a) Employee participation b) Employee empowerment c) Job enrichment d) Career advancement opportunity. [any three points along with the explanation-3 marks] 	
27)	<p>Explain the process of motivation. Unsatisfied need-tension-drive-search behaviour-satisfied need -Reduction in tension. [3 marks for explanation] Flow chart -1</p>	4
28)	<p>MM Ltd. is manufacturing small cars at its manufacturing unit in Pune. The demand of its cars is increasing at the rate of 20% annually. It is planning to set up a new car manufacturing unit at Indore. For this the company will require approximately Rs 1,500 crores as fixed capital and Rs 400 crores as working capital. The company has already arranged for its working capital. State any four factors that the finance manager should keep in mind while arranging its fixed capital.</p> <ul style="list-style-type: none"> a) Nature of business b) Scale of operation c) Choice of technique d) Technology upgradation e) Growth prospects f) Diversification g) Financial alternatives h) Level of collaboration. [any four factors-4 marks ½ mark for subtitle and ½ mark for explanation] 	4
29)	<p>Heartbeat Denim' is number one in manufacturing readymade jeans over the past 30 years. The company has several branches at different locations of the world. The revenue and the market share of the company has increased over the years. This has made this company a very stable firm. It is listed in the stock market for the past two decades. The shareholders of the company are extremely satisfied with its dividend policy. They never feel insecure about the dividends given, as the company's products always have a great demand and sell in the</p>	4

	<p>market.</p> <p>a) Identify the factors involved in the above dividend decisions. Shareholders preference/stability of earnings</p> <p>b) Explain any three other factors that affect dividend decisions</p> <ol style="list-style-type: none"> a) Amount of earnings b) Stability of dividend c) Growth opportunities d) Cash flow position e) Taxation policy f) Stock market reaction g) Access to capital market h) Legal constraints i) Contractual constraints [Any three points ½ mark for subtitle and ½ mark for explanation] 	
30)	<p>Shobhit wants to purchase a sandwich maker. He goes to a nearby mall to buy the product. He patiently observes all the electronic gadgets, sees their functions, reads their instructions, compares their prices and checks their warranty period. After some time when he pays the concerned person, and ensures that he gets the guarantee card for the sandwich maker. In the above case name one consumer responsibility Shobhit should follow?</p> <ol style="list-style-type: none"> 1. Mention one consumer responsibility shobhit should follow. <ol style="list-style-type: none"> a) Aware of various goods available b) Be honest in dealings c) Ask for cash memo d) File a complaint in case of shortcomings. [any one] 2. In the above case, which consumer right was exercised by Shobhit? Right to be informed 3. Which mark should Shobhit look for, while purchasing electronic appliances ISI Mark 4. What is the significance of this mark? Provides quality assurance. [1 mark each] <p style="text-align: center;">Or</p> <p>Raghu purchased a truck worth Rs.35 lakhs. The truck had some inbuilt problems and after some days, it was not functioning properly. Since it was in the guaranty period it was shown to the company. The company refused to attend to his complaints. It was heart breaking for him so he decided to file a complaint before the state commission. The state commission on hearing the pleas from both the parties gave decision in favour of the truck company. He was not satisfied with the order of the state Commission.</p> <ol style="list-style-type: none"> a) At what level of authority should Raghu file a complaint now? National commission [1 mark] b) In how many days should he file his complaint at the next level? 30 days [1 mark] c) What are the two possible reliefs available to Raghu if the order passed in state commission was in favour of Raghu? <ol style="list-style-type: none"> a) Remove defect 	4

	<ul style="list-style-type: none"> b) Replace c) Refund the price d) Pay compensation e) Pay adequate cost to the appropriate party. [Any two points-2 marks] 	
31)	<p>Kanpur Leather Ltd.’ is involved in manufacturing leather products. It undertakes large scale production and its organisational structure is functional. In the production department couple of foremen have been employed. Each foreman is responsible for production planning, implementation and control. This has led to a situation of confusion and uncertainty. Suggest a technique of scientific management along with a flow chart to Kanpur Leather Ltd, which may help them to effectively organize planning and its execution.</p> <p>Functional Foremanship is the technique of Scientific management which may help Kanpur Leather Ltd. to effectively organise planning and its execution. In order to apply specialisation at the supervisory level, Taylor developed the concept of functional foremanship. He suggested that under the factory manager there are a planning in charge and a production in charge. [1 mark]</p> <p>The main function of the planning in charge is to plan all aspects of the job to be performed. Under the planning in charge four personnel are appointed:</p> <ol style="list-style-type: none"> 1. Route Clerk concerned with determination of the exact sequence in which various operations are to be performed. 2. Instruction Card Clerk who issues instructions to workers for handling their jobs. 3. Time and Cost Clerk who frames the time schedule and keeps record of the cost of operations. 4. Disciplinarian concerned with enforcing the rules and regulations and maintaining discipline in the factory [½ Mark each-2 marks] <p>Under the production in charge, the following four personnel are appointed concerned with the execution of plans:</p> <ol style="list-style-type: none"> 1. Gang Boss to arrange machines, tools, materials, etc., for the workers. 2. Speed Boss to check whether the work is progressing as per schedule and instructions issued. 3. Repair Boss to check and maintain machines and tools in proper working conditions. 4. Inspector for checking quality of the work done by the workers. [½ Mark each-2 marks] <p style="text-align: center;">Flow chart-1 mark</p>	6

32)	<p>Indian Drugs and Pharmaceuticals Ltd.’ is engaged in the manufacturing and distribution of medicines. The company has set-up an objective of increasing its sales turnover by 15%. To achieve this objective the company has decided to diversify into baby health care products. Since the company has already set its objectives and developed the premises based on the same, it wants your help for the remaining steps to be taken in this process.</p> <p>a) Identify the function of management discussed in the above given information. Planning [1 mark]</p> <p>b) In the light of the given information, explain briefly the next steps they should take in the above identified function.</p> <p>a) Identifying alternatives b) Evaluating alternatives courses c) Selecting an alternative d) Implementing a plan e) Follow up action [all the points along with the explanation – 5 marks]</p>	6
33)	<p>Explain the importance of decentralization.</p> <p>a) Develops initiative among subordinates b) Develops managerial talent for the future c) Quick decision making d) Relief to top management e) Facilitates growth f) Better control [any three along with explanation]</p> <p style="text-align: center;">Or</p> <p>Explain any the importance of delegation.</p> <p>a) Effective management b) Employee development c) Motivation of employees d) Facilitation of growth e) Basis of management hierarchy f) Better coordination.</p>	6
34)	<p>Ashima purchased a bottle of tomato-sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District Forum under Consumer Protection Act and got the relief. As a result, the image of the company was damaged. Top management became concerned when the profits for the current quarter fell steeply. Therefore, the company took all possible measures to protect and promote its favorable image in the eyes of the public and minimize the damage. As a result, the company came up with certain programmes which will add to their public image and create positive attitude among the general public.</p> <p>A. Identify the important aspect neglected by the marketer in the above case. Labelling</p> <p>B. Name and state the communication tool used by the marketer in the above case to improve its image Public relations</p> <p>C. Explain role of the tool as identified in part -B a) Press relations</p>	6

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| | <ul style="list-style-type: none">b) Product publicityc) Corporate communicationd) Lobbyinge) Counselling [any four points along with explanation - 4 marks ½ mark for subtitle and ½ mark for explanation]] | |
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SET-2

Sr No	Questions	Marks
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2)	<p>Cool Air Manufacturers are the leading AC manufacturers. They decided to install awards for the best performance of the year. Rajesh who is a hard-working worker wins the award. This motivated him to work harder. Mr. Kulkarni who is the CEO of the company gives a heart-touching speech. He told all the workers that the company should increase their sales by expanding the market. Their contribution towards this goal is immense. He tells them that the company should continue to generate revenue that is essential to cover the cost and the risk of the business. So that the company continues to be successful in operations and is in the position to increase the number of workers, products produced and also the sales turnover. The speech ends with the promise made by the labour union head that the company will get the full support from the workers.</p> <p>In the above case _____ objectives of management was discussed by Mr. Kulkarni in the speech.</p> <p>Organisational Objectives</p>	1
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4)	<p>A floor manager of a Mall is very capable as he utilises all the functions of management. He lays stress on developing mutual trust and spirit of cooperation amongst the employees. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to increase in their salaries.</p> <p>Identify the principle of Fayol followed by the floor manager in the above case.</p> <p>Esprit De Corps</p> <p style="text-align: center;">Or</p> <p>Stable Enterprises is a company which believes in the security of employment. Their selection process is very rigorous and they get the best of experts in their respective fields. To retain the selected candidates, they give surety of employment for a fixed period of time. Which principle of management is followed here?</p> <p>‘Stability of personnel’.</p>	1

5)	<p>Match the terms in Column I with their respective definition in Column II.</p> <p>e) ii, iii, i f) iii, I, ii g) ii, I, iii h) iii, ii, i</p>	1
6)	<p>A company utilises various raw materials, labour force, human resources, power, water and many other inputs from the business environment. When all these resources are utilized output is produced. These inputs have to go through various operations and processes. These operations convert the raw materials into final products which are then sold in the market. In the above paragraph which importance of Business Environment is highlighted? Helps in tapping useful resources.</p>	1
7)	<p>Mr. Sanjeev is responsible for the welfare and survival of his organisation. He works at _____ level.</p> <p>a) Middle management b) Top management c) Operational management d) worker</p>	
8)	<p>The first masters' is a leading advertising company in its industry. Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. The organisation wanted to maintain its supremacy in the market. They decided to break the meeting into two parts. In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. It was concluded that company was doing extremely well in the domestic market and the client base was expanding. However, when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. After the meeting the company was looking forward to making new gains. Identify any one feature of Business Environment highlighted in the above case?</p> <p>d) Totality of external forces- Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. e) Specific and general forces- In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. f) Relativity -However when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. [Any one subtitle]</p>	1
9)	<p>In India, the sale of sarees increases in those months of the year when a large number of marriages takes place. The saree manufacturing companies make special plans of sale on those months to increase their market share. Which dimension of business environment comes into picture here?</p> <p>a) Economic b) Social c) Legal d) political</p>	1

10)	<p>Advertisements of a protein supplement must inform the potential buyer that the product if taken beyond a given dose can be harmful to the patients with diabetics.</p> <p>Which dimension of business environment is highlighted here?</p> <p>a) Economic b) Social c) Legal d) Political</p>	1
11)	<p>Diana Ross is a dynamic CEO. She promotes initiative, opportunity, flexibility and autonomy to each unit of the organisation. This had led to faster decisions and managerial development in her employees. Identify the type of organisation structure.</p> <p>d)-Divisional structure.</p>	1
12)	<p>A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to the increase in their salaries. Identify the importance of management highlighted above.</p> <p>The importance of management highlighted here are:</p> <ol style="list-style-type: none"> 1. Management increases efficiency. A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area, 2. Management helps in achieving group goals. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. 3. Management helps in achieving personal objectives. This has led to the increase in their salaries. <p>[any one of the subtitle-1 mark]</p>	1

SET-3

Sr No	Questions	Marks
1)	<p>A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to the increase in their salaries. Identify the importance of management highlighted above.</p> <p>The importance of management highlighted here are:</p> <ol style="list-style-type: none"> 1. Management increases efficiency. A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area, 2. Management helps in achieving group goals. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. 3. Management helps in achieving personal objectives. This has led to the increase in their salaries. <p>[any one of the subtitle-1 mark]</p>	1

2)	Mr. Sanjeev is responsible for the welfare and survival of his organisation. At which level of management does Sanjeev work? Sanjeev works at the- b) top level to management	1
3)	Diana Ross is a dynamic CEO. She promotes initiative, opportunity, flexibility and autonomy to each unit of the organisation. This had led to faster decisions and managerial development in her employees. Identify the type of organisation structure. d)-Divisional structure.	1
4)	A company utilises various raw materials, labour force, human resources, power, water and many other inputs from the business environment. When all these resources are utilized output is produced. These inputs have to go through various operations and processes. These operations convert the raw materials into final products which are then sold in the market. In the above paragraph which importance of Business Environment is highlighted? Helps in tapping useful resources.	1
5)	Match the terms in Column I with their respective definition in Column II. i) ii, iii, i j) iii, I, ii k) ii, I, iii l) iii, ii, i	1
6)	In India, the sale of sarees increases in those months of the year when a large number of marriages takes place. The saree manufacturing companies make special plans of sale on those months to increase their market share. Which dimension of business environment comes into picture here? a) Economic b) Social c) Legal d) political	1
7)	A floor manager of a Mall is very capable as he utilises all the functions of management. He lays stress on developing mutual trust and spirit of cooperation amongst the employees. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to increase in their salaries. Identify the principle of Fayol followed by the floor manager in the above case. Esprit De Corps Or Stable Enterprises is a company which believes in the security of employment. Their selection process is very rigorous and they get the best of experts in their respective fields. To retain the selected candidates, they give surety of employment for a fixed period of time. Which principle of management is followed here? ‘Stability of personnel’.	1
	Rajiv Bulbs is a city-based company growing at a rapid pace in the bulb industry. Recently it has won award for being the most economical company. One of the reasons for reduction of	

8)	<p>cost is that it has grouped similar jobs together and the functions are not duplicated. This has led to specialization and increase in efficiency. Name the organisation structure suitable for the above-mentioned case.</p> <p>Functional Structure</p> <p style="text-align: center;">Or</p> <p>Alliance Ltd. is engaged in manufacturing Television Sets. The objective of the company is to manufacture 100 T.V 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 clarity on who is to report to whom. This has helped them achieve the goals of the organization.</p> <p>Name the function of management discussed above.</p> <p>Organizing</p>	1
9)	<p>Advertisements of a protein supplement must inform the potential buyer that the product if taken beyond a given dose can be harmful to the patients with diabetics.</p> <p>Which dimension of business environment is highlighted here?</p> <ul style="list-style-type: none"> e) Economic f) Social g) Legal h) Political 	1
10)	<p>Cool Air Manufacturers are the leading AC manufacturers. They decided to install awards for the best performance of the year. Rajesh who is a hard-working worker wins the award. This motivated him to work harder. Mr. Kulkarni who is the CEO of the company gives a heart-touching speech. He told all the workers that the company should increase their sales by expanding the market. Their contribution towards this goal is immense. He tells them that the company should continue to generate revenue that is essential to cover the cost and the risk of the business. So that the company continues to be successful in operations and is in the position to increase the number of workers, products produced and also the sales turnover. The speech ends with the promise made by the labour union head that the company will get the full support from the workers.</p> <p>In the above case _____ objectives of management was discussed by Mr. Kulkarni in the speech.</p> <p>Organisational Objectives</p>	1
11)	<p>Explain the term ‘developing premises’ as one of the steps for planning</p> <p>Managers make certain assumptions for future and planning is made based on the assumptions.</p>	1

12)	<p>The first masters' is a leading advertising company in its industry. Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. The organisation wanted to maintain its supremacy in the market. They decided to break the meeting into two parts. In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. It was concluded that company was doing extremely well in the domestic market and the client base was expanding. However, when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. After the meeting the company was looking forward to making new gains. Identify any one feature of Business Environment highlighted in the above case?</p> <p>a) Totality of external forces- Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed.</p> <p>b) Specific and general forces- In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed.</p> <p>Relativity -However when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. [Any one subtitle]</p>	1
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