

KENDRIYA VIDYALAYA MATI
SUMMER VACATION HHW (2023-24)
BUSINESS STUDIES (054)
CLASS- XII

1. **Get up early in the morning.**
2. **Do surya namaskar and pranayama daily.**
3. **Read at least 5 pages daily from your text book.**
4. **Revise the syllabus done so far.**
5. **Write and learn the meaning of following key words:**
(a) Management, (b) Process, (c) Efficiency, (d) effectiveness (e) art, (f) science, (g) profession, (h) planning (i) organizing, (j) staffing (k) directing (l) controlling (m) coordination (n) esprit de corps, scalar chain, gang plank, unity of direction, unity of command, mental revolution, differential piece wage system, fatigue study, motion study, method study, time study, standardization of work, functional foremanship.
6. **Do the following assignment.**

ASSIGNMENT

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|----|--|---|
| 1 | What is meant by “Effectiveness in Management”? | 1 |
| 2 | What are the organizational objectives of management? | 1 |
| 3 | Give any two points of the features of Art. | 1 |
| 4 | “The management principles can be applied to all types of activities.” Which characteristic of management is highlighted by this statement? | 1 |
| 5 | ITC contributes Rs. 1 on the sale of every four classmate notebooks to its rural development initiative that supports, among other projects, primary education in villages. It uses eco-friendly and chlorine free paper for the production of its notebooks.
Identify the management objective which ITC is trying to achieve. | 1 |
| 6 | Volvo Ltd’s target is to produce 10,000 shirts per month at a cost of Rs. 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 one reason in support of your answer. | 1 |
| 7 | “In an organisation, the employees are happy and satisfied, there is no chaos and the effect of management is noticeable.” Which characteristic of management is highlighted by this statement? | 1 |
| 8 | Anmol, the sales manager of PQR Ltd., is given the responsibility of selling 2,000 LEDs in a month. This target could be achieved if he has a sales team of 10 people. Presently, only 8 persons are working under him. He was not allowed to hire more persons by his superiors. As a result, he fails to meet the target. Which principle of management is being violated here? | 1 |
| 9 | Mr. Ram started a small business with limited investment, he hired labour at very less wages. Over the time with broad vision of Ram and hard work of his employees, the business started earning very good revenue. But, with increase in earning capacity of company also Ram did not increase the wages and salary of his employees, they were not able to maintain a reasonable standard of living. Identify the principle of management, overlooked by Mr. Ram. | 1 |
| 10 | What do you meant by principle of management? | 1 |
| 11 | Explain the followings: | 4 |

- (i) Principle of Scalar Chain
- (ii) Unity of Command

12 Management has evolved like a discipline. There are number of books on management. Students are learning various principles and theories of management from these books. But all students of MBA do not become successful only by learning these principles. The success depends upon creative application of these principles. Today many companies have started giving importance to corporate social responsibility and Business Ethics. **4**

In the above para one feature of Science, Art and Profession each are given. Identify each one of them by quoting lines.

13 XYZ Power Ltd. set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient day by day, so the company decided to increase production to generate higher sales. For this they decided to employ people from the nearby villages as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees **4**

Identify and explain the objectives of management discussed above.

14 Management is a series of continuous interrelated functions. Comment. **4**

15 Ashutosh Goenka was working in 'AxeLtd.', a company manufacturing air purifiers. He found that the profits had started declining from last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reasons for this decline. **4**

- (i) Identify the level of management at which Ashutosh Goenka was working.
- (ii) Explain three functions being performed by Ashutosh Goenka.

16 Explain any five features of Management Principles. **5**

17 Company X is facing a lot of problems these days. It manufactures white goods like washing machines, microwave ovens, refrigerators and air conditioners. The company's margins are under pressure and the profits and market share are declining. The production department blames marketing for not meeting sales targets and marketing blames production department for producing goods, which are not of good quality meeting customers expectations. The finance department blames both production and marketing for declining return on investment and bad marketing. **5**

What quality of management do you think the company is lacking? Explain it and also explain the importance of it?

18. Bhuvan Ltd., a garment manufacturing Company set the target production of 100 garments per month at the estimated cost of Rs. 200 per garment. Mohan, a worker worked double shift and manufactured around 150 garments but at the estimated cost of Rs. 230 per garment. On the other hand, Ravi another worker focussed on cost and handled resources very carefully so the manufactured 90 garments but at the estimated cost of Rs. 190 per garment. Third worker maintained the balance and achieved target of 100 garment at the estimated cost of Rs. 200 per garment.

a. Identify the quality possessed by Ravi, Mohan and what they are lacking.

b. Which worker is preferred by management?

(2 marks)

19. Look at the image and highlight the feature of management depicted by the image given here.

(2 marks)

Together
Everyone
Achieves
More



20. Explain “management is all pervasive “as a characteristic of Management. (2 marks)

21. Govinda Ltd. is a highly reputed company. Different functions are performed by different individuals in this company, who are bound together in a hierarchy of relationships. Every individual in the hierarchy is responsible for successful completion of a particular task. Mr. Gauranga is responsible for the welfare and survival of the organization. He formulates overall organizational goals and strategies for their achievement. MR. Nityanand ensures that quality of output is maintained, wastage of materials is minimized and safety standards are maintained. Mr. Sanatan assigns necessary duties and responsibilities to the personnel and motivates them to achieve desired objectives

At what levels of management are MR. Gauranga, Mr. Nityanand and Mr. Sanatan working in Govinda Ltd.? justify your answer. (3 marks)

22. Can management be called an art? Give reason. (3 marks)

23. What are the organisational objectives of management? (3 marks)

24. The management of Vrinda Ltd. strongly believes that the members of an organization should work towards fulfilling the common organizational goals. This requires team work and integration of efforts of all individuals, departments and specialists. This is because all the individuals and departments depend on each other for information and resources to perform their respective activities. Managers need to reconcile differences in approach, timing, effort or interest. At the same time, it should enable all its members to grow and develop. Thus, there is a need to harmonize individual goals and organizational goals.

1. Identify the concept of management discussed above.

2. State any three features of the concept identified in (a).

3. Identify and explain the characteristic of management which is reflected from the above para. (5 marks)

25. Sanjana is the branch manager of ABC Handicrafts Pvt. The company’s objective is to promote the sales of Indian handloom and handicraft products. Its sells fabrics, furnishings, ready-mades and household items are made out of traditional Indian fabrics. Sanjana decides quantities, variety, colour and texture of all the above items and then allocates resources for their purchase from different suppliers. She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk. Although they looked very impressive, they were more expensive than they had planned to sell. Average customer could not afford to buy it. Praising their effort, Sanjaja suggested that they should keep the silk bed covers for special occasions like Diwali and Christmas and offer the cotton bed covers on a regular basis to keep costs under control.

Identify the functions of management which Sanjaja performs by quoting the lines the above para. (5 marks)

26. Explain the following principles of scientific management:

(a) Harmony, not discord; and

(b) Development of each and every person to his or her greatest efficiency and prosperity.

27. Explain the following principles of management

(a) Scalar Chain

(b) Division of work

(C) Discipline

(d) Remuneration to employees