

THE ICONIC SCHOOL
SUMMER HOLIDAY ASSIGNMENT (2021-22)
GRADE – XII
SUBJECT – BUSINESS STUDIES



NOTE: *Solve the questions in separate notebook.*

1. Indian Railways has launched a new broad gauge solar power train which is going to be a path breaking leap towards making trains greener and more environment friendly. The solar power DEMU (Diesel Electric Multiple Unit) has 6 trailer coaches and is expected to save about 21,000 liters of diesel and ensure a cost saving of Rs 12, 00,000 per year. Name the objectives of management achieved by Indian Railways in the above case. 1
2. Identify and state the force that binds all the other functions of management. 1
3. State any two causes of fatigue that may create hindrance in the employee's performance. 1
4. SanakLal and Gagan started their career in Wales Limited (a printing press) after going through a rigorous recruitment process. Since they had no prior work experience, the firm decided to give them one year to prove themselves. Name the principle of management followed by Wales Limited. 1
5. Which technique is used by Taylor for distinguishing efficient and inefficient workers? 1
6. Give an example to show that a business firm operates within numerous inter related factors constituting the business environment 1
7. Krishna Furnishers Mart started its operations in the year 1954 and emerged as the market leader in the industry because of their original designs and efficiency in operations. They had a steady demand for their products but over the years, they found their market share declining because of new entrants in the field. The firm decided to review their operations and decided that in order to meet the competition, they need to study and analyze the market trends and then design and develop their products accordingly. List any two impacts of changes in business environment on Krishna Furnishers Mart's operations. 1
8. Name any two Specific forces of business environment affecting business. 1
9. A company wants to increase its market share from the present 10% to 25% to have a dominant position in the market by the end of the next financial year. Ms Rajni, the sales manager has been asked to prepare a proposal that will outline the options available for achieving this objective. Her report included the following options - entering new markets, expanding the product range offered to customers, using sales promotion techniques such as giving rebates, discounts or increasing the budget for advertising activities. Which step of the planning process has been performed by Ms Rajni? 1
10. Why are rules considered to be plans? 1
11. Rama Stationery Mart has made a decision to make all the payments by e-transfers only. Identify the type of plan adopted by Rama Stationery Mart. 1
12. Can planning work in a changing environment? Give a reason to justify your answer. 1
13. Ritu is the manager of the northern division of a large corporate house. At what level does she work in the organisation? What are her basic functions? 3
14. 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. State the quality of management that the company is lacking? What quality of management do you think the company is lacking? Explain briefly. What steps should the company management take to bring the company back on track? 3
15. Ashita and Lakshita are employees working in Dazzling enterprises dealing in costume jewellery. The firm secured an urgent order for 1,000 bracelets that were to be delivered within 4 days. They were assigned the responsibility of producing 500 bracelets each at a cost of Rs 100 per bracelet. Ashita was able to produce the required number within the stipulated time at the cost of Rs 55,000 whereas, Lakshita was able to produce only

- 450 units at a cost of Rs 90 per unit. State whether Ashita and Lakshita are efficient and effective. Give reasons to justify your answer. 3
- 16.** A production manager at top level in a reputed corporate, Mr. Rathore holds the responsibility for ordering raw material for the firm. While deciding on the supplier for the financial year 2017-18, he gave the order to his cousin at a higher price per unit instead of the firm's usual supplier who was willing to lower the rates for the order. Which principle of management was violated by Mr. Rathore? What are the positive impacts of following the above identified principle? 3
- 17.** If an organisation does not provide the right place for physical and human resources in an organisation, which principle is violated? What are the consequences of it? 3
- 18.** Explain the principle of 'Scalar Chain' and gang plank. 3
- 19.** National Digital Library of India (NDL India) is a pilot project initiated by the HRD ministry. It works towards developing a framework of virtual repository of learning resources with a single-window search facility. It provides support to all academic levels including researchers, life-long learners and differently-abled learners free of cost. State the dimensions of business environment highlighted above. 4
- 20.** Planning reduces creativity. Critically comment 4
- 21.** In an attempt to cope with Reliance Jio's onslaught in 2018, market leader Bharti Airtel has refreshed its ` 149 prepaid plan to offer 2 GB of 3G/4G data per day, twice the amount it offered earlier. Name the type of plan is highlighted in the given example. ? State its three dimensions also. 4
- 22.** State the type of plan and state whether they are Single use or Standing plan: 4
- A type of plan which serves as a controlling device as well.(budget)
 - A plan based on research and analysis and is concerned with physical and technical tasks. (Method)
- 23.** A company wants to modify its existing product in the market due to decreasing sales. You can imagine any product about which you are familiar. What decisions/steps should each level of management take to give effect to this decision? 6
- 24.** A firm plans in advance and has a sound organisation structure with efficient supervisory staff and control system but on several occasion it finds that plans are not being adhered to. It leads to confusion and duplication of work. Advise remedy. 6
- 25.** Explain the following Principles of management given by Fayol with examples: (Any 3) 6
- Unity of direction
 - Equity
 - Espirit de corps
 - Order
 - Centralisation and decentralisation
 - Initiative
- 26.** Explain the technique of 'Functional Foremanship' and the concept of 'Mental Revolution' as enunciated by Taylor. 6
- 27.** Discuss the following techniques of Scientific Work Study: (Any 3) 6
- Time Study
 - Motion Study
 - Fatigue Study
 - Method Study
 - Simplification and standardisation of work
- 28.** Discuss the relevance of Taylor and Fayol's contribution in the contemporary business environment. 6
- 29.** 'Bhasin' limited was engaged in the business of food processing and selling its products under a popular brand. Lately the business was expanding due to good quality and reasonable prices. Also with more people working the market for processed food was increasing. New players were also coming to cash in on the new trend. In order to keep its market share in the short run the company directed its existing workforce to work overtime. But this resulted in many problems. Due to increased pressure of work the efficiency of the workers declined. Sometimes the subordinates had to work for more than one superior resulting in declining efficiency. The divisions that were previously working on one product were also

made to work on two or more products. This resulted in a lot of overlapping and wastage. The workers were becoming indisciplined. The spirit of teamwork, which had characterized the company, previously was beginning to wane. Workers were feeling cheated and initiative was declining. The quality of the products was beginning to decline and market share was on the verge of decrease. Actually the company had implemented changes without creating the required infrastructure. 6

- a. Identify the Principles of Management (out of 14 given by Henry Fayol) that were being violated by the company.
- b. Explain these principles in brief.
- c. What steps should the company management take in relation to the above principles to restore the company to its past glory?

30. How would you characterize business environment? Explain with examples, the difference between general and specific environment. 6

31. The government of India announced Demonetization of ` 500 and ` 1,000 currency notes with effect from the midnight of November 8, 2016. As a result, the existing ` 500 and 1,000 currency notes ceased to be legal tender from that date. New currency notes of the denomination of ` 500 and ` 2,000 were issued by Reserve Bank of India after the announcement. This step resulted in a substantial increase in the awareness about and use of Point of Sale machines, e-wallets, digital cash and other modes of cashless transactions. Also, increased transparency in monetary transactions and disclosure led to a rise in government revenue in the form of tax collection. 6

- a. Enumerate the dimensions of business environment highlighted above.
- b. State the features of Demonetization.

32. What economic changes were initiated by the Government under the Industrial Policy, 1991? What impact have these changes made on business and industry? 6

33. What are the essential features of: 6

- a. Liberalisation,
- b. Privatization and
- c. Globalisation?

34. Why is it that organisations are not always able to accomplish all their objectives? 6

35. An auto company C Ltd. is facing a problem of declining market share due to increased competition from other new and existing players in the market. Its competitors are introducing lower priced models for mass consumers who are price sensitive. C Ltd. realized that it needs to take steps immediately to improve its market standing in the future. For quality conscious consumers, C Limited plans to introduce new models added features and new technological advancements. The company has formed a team with representatives from all the levels of management. This team will brainstorm and will determine the steps that will be adopted by the organisation for implementing the above strategy. Explain the features of Planning highlighted in the situation given below 6
