

HOLIDAY HOMEWORK (2018-19)

CLASS-12 – BUSINESS STUDIES

Chapter 1,2 &3

- 1 Arvind is working as an Operation Manager at Usha Martin in Ranchi. Which level is he serving. List out any two functions of these level.
- 2 Air India intends to extend its international flight to Pakistan , Afganistan and China over next 3years. For this it intends to work out on the impact of terrorism, taxation policy, landing rights for foreign countries and consumer legislation for compensation of cancelled flights. Identify the concerned element at macro level.
- 3 Dr. Tanmay a senior cardiothorasic surgeon is concerned about depleting health index in India. Being a CMO (Chief Medical Officer) of Government Hospital , he is given the responsibility to probe into the situation by health ministry. One of the major reason found in his survey was aerated drinks and fast food consumption by youth under compulsion. Hospital authorities were instructed to guide some segments of hotel industry to prepare zero-oil food with all basic nutrients required by body. The concept was unique within itself and was appreciated by health conscious people. Only selected restaurant's outlet were called for a need based training. In this process first approach was to eliminate unnecessary items from menu card and add calorie value as well as precautions if any along with the price. Next standard time for processing the order was fixed to avoid waiting time. Movement of waiters , cook and other staff was closely monitored. Within 6 months the concept gained momentum in market.

Identify by quoting lines the following:-

- A The concerned principle and technique of scientific management.
 - B The benefit of this environmental survey.
 - C Identify the level at which Dr. Tanmay is serving and which objective of hospital is satisfied by this act.
- 4 A medicine company sends medicines to retailer through roadways which costs him nominal. During civil disturbance, despatch of consignment for the month of April 2017 was delayed .Management decided to send the same through courier even though it would cost very high. Which aspect of management is taken care of here?
 - 5 As a management student, Rahim is to study Anthropology, Sociology, Psychology, Physiology, Mathematics, Economic, English, Political science and other subjects indifferent permutation and combination . Which characteristics of management is highlighted in these case?
 - 6 Through e- Chaupal ITC intends to change the quality of life for Indian farmers. Which objective of management is being highlighted by the approach of ITC?
 - 7 An organization is going in loss for last two year. A management consultant group had been hired by top level executives. The management consultant team had interviewed various departmental heads . They found that:-
 - i. (a)The production manager said that he was not given proper market feedback.
 - ii.(b)Marketing manager gave feedback of poor quality produced by the production department therefore sales declined.
 - iii.(c) Finance department gave feedback that money could not be released in time due to lack of fund and information.

As a member of manager consultant committee.

1. Identify the problem and comment on its nature
2. List the elements of it
3. Give solution.

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As a factory manager of cokeoven plant you find that your workers look tired and comparatively take more time to finish work. You are confident that there is no intentional delay or lack of training. Before taking any action you want to cross check scientifically .

- i. A Which technique would you suggest
- ii. B Explain the elements of this study.

9 Identify and explain the principles of management in concerned cases-

- a. Once followed reduces the need of punishment
- b. Both employer and employee have to move towards prosperity together

10 Amit is marketing manager, Bijoy is the finance manager and Chandan is production manager of TELPA Ltd which produces wheel barrow. Due to a local event in the town there is sudden requirement of 15,000 units within 7 days . To encash this opportunity, Amit directly contacted Chandan on the execution aspect rather taking lengthy routine channel of communication . They both contacted Bijoy for availability of fund. Thus it led to huge profit.

- i. Explain under which provision Amit contacted Chandan.
- ii. Explain the nature of behavioral element existing among the 3 managers.
- iii. How this behavioral element is related to a technique of working.

11 Explain Functional Foremanship and Differential Piece Wage System as the technique of scientific management.

12 Your brother is working as Operational manager in X company . Which level is he serving? List out any 4 functions that he might be performing.

13 Ramu, an auto-mechanic, was working in a city. But due to ill health of his parents he was compelled to shift to his village. Before final packing he visited village thrice with the intention of surveying . He found that the village was approximately seven kilometres away from the nearest highway. He noticed that vehicles which broke down had no repair facility in that area. Further survey revealed that if he opens a Auto-Service-Centre he can earn for his livelihood. He motivated some young boys of his village to join him for providing this service. He trained them and employed them in his workshop.

- a. Which benefit has he availed from environmental analysis.
- b. State three other benefits of environmental scanning.
- c. Identify any two values which was communicated to the society by Ramu's behaviour

14 Medical transcription has led to creation of job opportunity for secretarial practices in Indian market. This is due to inherent difference in time of India and America as well as work permit clearance in between the two countries . Mrs Jha along with her friend has opened a institution for vocational training which is to be given to 12th pass candidates for this purpose . Further she takes guarantee for 100% placement .She often gets suggestion from her employees for image building and performance enhancement. There is perfect understanding in between her editorial staff, faculties and placement officer. By quoting the lines from above para answer following :-

- A Name the concerned environmental factors?
- B Which principles of management are followed here?
- C What values are communicated through this act?

- 15 A supervisor of L Company is well-versed in his job and is equally a good HBS (human behavior specialist) but often fails in giving output for production: Identify the area with specification where he is not capable of?
- 17 An Army School reserves 5% seats for war widows as its basic recruitment policy. Which objective of management is it satisfying?
- 18 What is SIX SIGMA approach of management and how is it helpful in management?
- 19 The CEO of a company gives statement in its annual function showing his intention to ensure that the people who are moving out of the gate every evening need to come back next morning to office willingly and with full zeal. Which function of management is highlighted in this statement?
- 20 Amit, who is a marketing manager of a construction company ensures top level management to get a tender in their favour for flyover construction. This was a tough target for which he requested to get 10% of the contract value to be spent without any clarification. Since it was a major project which would add to the good will of company, top level management accepted this offer. The tender was in favour of the company. How is the act of Amit to be interpreted?
- 21 As an academic head, Mr.X has to make the academic calendar of the institution for new session and for this he reviews the previous one for various amendments. Which quality of management is highlighted here?
- 22- Alpha group intends to enter into a new venture which was spotted through SWOT analysis by top level but could not be properly worked out by middle level, therefore, low level was failing in its assessment session.
- (a) Underline the phrase which shows the error in diversification plan.
 - (b) Identify the level at fault.
 - (c) Which function of that level could not be performed properly.
- 23 Coordination is required by managers at every level for the success of management. What is the nature of coordination? Can it be successful without cooperation? Give reasons.
- 24 Government of India intends to retain monopoly in fighter plane manufacturing unit. Therefore it intends to set up a separate department for the same. What would be the type of structure of the upcoming organization?
- 25 Rani after her marriage had to shift to a small place, Netarhat in Jharkhand. She realized that this place is gifted by nature's beauty and can be developed as a tourist spot where people could come and stay in a holiday resort for 2-3 days to see sun rise & sunset with mountains and valley's adding beauty & thrill. Further local people have to be trained & developed on hospitality aspects like tourist guide, receptionist etc. With the cooperation of local people, she worked on this project. The overall estimate to meet the expenses came to Rs. 5 crore. For this she contacted specialized financial institutions. Thus she not only started but managed the organisation within short span of time.
- A Which principle of Fayol helped her to be successful in this venture ?
- B Which factor of environmental factor helped her?
