



INDIAN SCHOOL MUSCAT HALF YEARLY EXAMINATION

BUSINESS STUDIES

CLASS: XII

Sub. Code: 054

Time Allotted: 3 Hrs

20.09.2017

Max. Marks: 80

General Instructions

1. All questions are compulsory.
2. Marks are indicated against each question.
3. Answers to questions carrying 1 mark may be one word to one sentence.
4. Answers to questions carrying 3 marks may be from 50 to 75 words.
5. Answers to questions carrying 4-5 marks may be 150 words.
6. Answers to questions carrying 6 marks may be in 200 words.

-
- 1 "Management has to see that tasks are completed and goals are achieved with the least amount of resources at a minimum cost." Identify the two related concepts of management. 1
 - 2 Name the type of comprehensive plan which is used for accomplishing an organization's objective. 1
 - 3 How does organizing bring clarity in working relationships? 1
 - 4 Give the meaning of 'objective' as a plan. 1
 - 5 How are employees motivated to improve performance when the organization uses internal sources of recruitment? 1
 - 6 Name the method of training in which the trainee learns under the guidance of a master worker. 1
 - 7 What is meant by 'decoding' as an element of communication? 1
 - 8 Kritika is posted at Lower Level Management at 'Libra Cosmetics Pvt. Ltd.' The daily sale of the company is about 50 lakhs only. The company has given her the responsibility that the production work of the company should continue uninterrupted. The Managing Director has asked her to focus her attention especially on the speed and quality of production. She is doing her job efficiently. Her reputation is that of a successful leader. She takes every decision after discussing it with all the concerned persons. Her subordinates are very happy with her.
Identify the leadership style adopted by Kritika. 1
 - 9 With changes in consumption habits of people, Neelesh, who was running a sweet shop, shifted to chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got a lot of orders online and earned huge profits by selling the chocolate.
Identify and explain the dimensions of business environment discussed in the above case. 3
 - 10 'Tiger Trucks Ltd.' decided to set up new truck manufacturing factory in the backward area of Bihar where very less job opportunities were available. People of that area welcomed this effort of 3

'Tiger Trucks Ltd.' To attract people to work in its factory it also decided to provide many other facilities like school, hospital, market etc. in the factory premises.

'Tiger Trucks Ltd.' started earning huge profits. Another competing company asked its production manager 'Suraj' to investigate the reasons of earning huge profits by 'Tiger Trucks Ltd.'

Suraj found out that in both the companies there was systematic co-ordination among the various activities to achieve organizational goals. Every employee knew who was responsible and accountable to whom, The only difference was that in his organization communication took place only through the scalar chain, whereas 'Tiger Trucks Ltd.' was allowing flow of communication in all the directions as per the requirement which lead to faster spread of information as well as quick feedback.

(a) Identify the type of organization which permits 'Tiger Trucks Ltd.' the flow of communication in all the directions.

(b) State an advantage of the type of organization identified in (a) above.

(c) State any two values which 'Tiger Trucks Ltd.' wanted to communicate to the society.

- 11 Akanksha, Nikita and Parishma are the owners of a handicraft unit in the urban area of Dibrugarh in Assam, which is involved in the manufacturing and marketing of Sital Pati, traditional mats and Jappi (the traditional headgear). They decided to shift this manufacturing unit to a rural area with an objective of reducing the cost and providing job opportunities to the locals. They followed the functional structure in this organization with a view to increasing managerial and operational efficiency. They assessed and analysed the type and number of employees required, keeping in mind that they had to encourage the women, and the people with special needs belonging to the rural area. State the next three steps that they will undertake, for obtaining a satisfied workforce for their handicraft unit. 3
- 12 Rahim was working in an enterprise on a daily wage basis. It was difficult for him to fulfill the basic needs of the family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted. (a) By quoting lines from the paragraph, identify the needs of Rahim that are satisfied by the offer of the cycle company. (b) Also, explain two other needs of Rahim followed by above that are still to be satisfied. 3
- 13 'If anything goes wrong with performance of key activities, the entire organization suffers. Therefore, the organization should focus on them.' Explain the statement with a suitable example. 3
- 14 Niharika is working in a private sector bank. One of her key functions relates to the formulation of the overall organizational goals and strategies of the bank. Identify the level of management at which she is working. State any three other functions that she has to perform at this level. 4
- 15 Sujata is running a tiffin service in Bengaluru under the name 'Corporate Dabba'. She always deals with the lazy personnel sternly to send the message that everyone is equal in the eyes of management. Recently she has decided to make a few changes in the menu based on the changing preferences of the consumers like she has added two sugar free sweets and removed three deep fried items. In the context of the above case: 4

(a) Identify and explain the principle of management adopted by Sujata.

(b) Briefly describe the characteristics of management which is highlighted in the above paragraph.

16 Explain any four characteristics of business environment. 4

17 'Indian Drugs & Pharmaceuticals Ltd.' is engaged in the manufacturing and distribution of medicines. The company has set up an objective of increasing its sales turnover by 20%. 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 premises based on the same, it wants your help for the remaining steps to be taken in this process. Explain briefly these steps. 4

18 The Production Manager of 'Jaishree Chemicals Limited', Mr. Chandresh Goyal, has fixed several standards for his department. These standards are related to quantity, method of working, cost and time. For example, he has fixed the standard that a worker shall follow a particular method of working to produce ten units daily. This is a standard related to quantity and method of working. 4

One of the employees of Production Department, Mr. Sawan Mal, wants to give his performance better than others. He hopes that instead of ten units, he produces fourteen units in a day, but to achieve this objective, he will have to follow a separate method of working. He speaks of his desire to his supervisor. The supervisor refuses to him to do so by saying that the work should be done in accordance with the pre-fixed standards.

Answer the following questions on the basis of paragraphs given above.

(a) Which concept of scientific management has been implemented here by the production manager.

(b) Which two limitations of planning have been mentioned here? Identify them.

(c) Which two values are being violated here?

19 Smita had been working as an assistant manager with 'Johnson Enterprises' for the last ten years. She was very popular amongst her colleagues because of her commitment and dedication towards the work. When the manager senior to her retired, all her colleagues thought that now Smita would be promoted. But to everyone's surprise the vacant post was filled by an outsider, Mrs. Rita. Smita felt demoralized and her performance started declining. She would absent herself often and could not meet her targets. 4

Mrs. Rita was a good leader, who would only instruct her subordinates but would also guide and inspire them. She noticed Smita's behavior and felt that her performance could be improved. She started involving Smita in decision making- issues related to the organization and made her a part of high level joint management committee. Smita was now punctual in office and her performance started improving.

(a) Identify the function of management being performed by Mrs. Rita.

(b) Name the element of the above function of management which helped Mrs. Rita to improve Smita's behavior.

(iii) State any three features of the element identified in (b) above.

- 20 Aman, Ahmed and Ali are partners in a firm engaged in the distribution of dairy products in Maharashtra. Aman is the holder of Senior Secondary School Certificate from the Central Board of Secondary Education with Business Studies as one of his elective subjects. Ahmed had completed post-graduation in History and Ali in Dairy Farming. One day there was a serious discussion between Ahmed and Ali regarding the nature of management, in which Ahmed argued that management was a profession whereas Ali argued against it saying that the legal and medical profession are the only true professions because they fulfill all the conditions of a profession. On the basis of his knowledge of Business Studies, Aman explained the nature of management as a profession to Ahmed and Ali. Explain how Aman would have satisfied both Ahmed and Ali. 5
- 21 Sunder Lal runs a security providers agency. Considering that psychological testing is a critical step for judging the potential of the prospective candidates for a career in law enforcement, he uses various types of psychological tests as part of the selection processes. This is done to ensure that potential new officers are emotionally and psychologically suited to carry out the requirements of the job. 5
- In context of the above case :
- (a) Briefly outline any one more type of test that Sunder Lal may use to assess the potential of the prospective candidates.
- (b) Briefly outline the steps involved in the selection process after conducting the assessment tests.
- 22 State any five points that highlight the importance of controlling. 5
- 23 Explain any four characteristics of 'Principles of Management'. 6
- 24 Surekha runs a shoe manufacturing factory. She wants to expand her business. For expansion she contemplates to enter into the manufacturing of leather bags and western formal wear apart from running business of shoes. By doing this her company will be able to provide many products to working women under one roof. 6
- Which organization structure will you suggest to her and why?
- 25 Tel India Ltd. is an IT company having 1,200 employees. All its employees take things easy and are free to approach any one for minor queries and problems. Because of this the operations of the company are disturbed and its revenue has declined. Everyone is seen talking to each other resulting in inefficiency in its offices. It has also resulted in loss of secrecy and confidential information being leaked out. Explain the measures that the manager should adopt to improve communication system of Tel India Ltd. 6

End of the Question Paper