

Q.1	Through ..... management helps individuals to develop team spirit, co-operation and commitment to group success.	1
	a) Coordination	b) Supervision
	c) Controlling	d) Motivation & Leadership
Q.2	Radhika is engaged in manufacturing earthen coolers by using environment friendly methods of productions. Which management objective is discussed?	1
	a) Economic objective	b) Organisational objective
	c) Individual objective	d) Social Objective
Q.3	Sooraj works as a salesman in a company selling pet accessories and food. He has been given a target of selling 1200 units of the food packets in a month by offering a maximum of 10% discount to his customers. In order to meet his monthly sales target, on the last two days of the months, he offers 15% discount to his customers. In the context of the above case: Is Sooraj effective in his work? Explain by giving a suitable reason in support of your answer.	1
Q.4	Suhasini a home science graduate from a reputed college has recently done a cookery course. She wished to start her own venture with a goal to provide 'health food' at reasonable price. She discussed her idea with her teacher (mentor) who encouraged her. After analyzing various options for starting her business venture, they shortlisted the option to sell readymade and 'ready to make' vegetable	

shakes and sattu milk shakes. Then they both weighed the pros and cons of both the shortlisted options. Name the function of management being discussed above. 1

Q.5 Management is a complex activity that has three main dimensions. Explain these dimensions. 3

Q.6 Ashutosh Goenka was working in 'Axe Ltd.', a company manufacturing air purifiers. He found that the profits had started declining from the 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. (a) Identify the level of management at which Ashutosh Goenka was working.

(b) State two other function being performed by Ashutosh Goenka. 3

Q.7 Top level Managers at Konoca Corp. decide to have a meeting with the key employees of the company. The participants are from different departments across the company. The management decided to target an increase in the sales of the company by 25% as compared to the previous year. Plans for the implementation of the same are drawn out and ideas from all are discussed to get the things moving. However, certain situations change in the external environment and pose a challenge for the company to attain their targets. But the organisation somehow manages to fight through the adverse situations and manages to attain the goals. Identify the various features/characteristics of management highlighted in the aforesaid situation? 3

Q.8 Management at Stella Ltd. took steps to modernise their plants, keeping in tune with the latest technological developments in the environment. To ensure that workers do not feel out of place with the new technology, proper training facilities are arranged for them. They are thus able to pick up the required skills and are rather happy with the new and improved machines. Workers are encouraged to give their feedback, suggestions, complaints and grievances, if any. This motivates the employees to put in their best for goal achievement of the organisation. The company is also able to supply good quality goods to the members of the society. Identify and explain the importance of management highlighted in the above case. 3

Q.9 Yash Ltd. is facing a lot of problems these days. It manufactures electronic goods like washing machines, microwave ovens, refrigeration and air-conditioners. The company's margins are under pressure and the profits and market marketing department blames production department for producing goods, which are not of good quality to meet customer's expectations. The finance department blames both production and marketing departments for declining return on investment and bad marketing.

1. What quality of management do you think the company is lacking? Justify your answer.

2. State the importance of the concept identified in (a). 4

Q.10 Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organizations, after completing their masters in business management, both of them take up a job at managerial level in different organizations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju

joins an NGO and works diligently to realize its objective related to providing employment to specially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju may spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above case:

Identify the various features of management highlighted in the above paragraph by quoting lines from it.