

St. Mary's School, Dwarka
Holiday Homework
Class XII
Subject: Business Studies
Week 4
Worksheet 4

No. of questions: 10

M.M: 25

- Q.1 Das is the Managing Director of 'Gamut Ltd.', manufacturing different varieties of cheese. He has an efficient team working under him consisting of Rajat – the Production Manager. Vinay – the Marketing Manager and Adit – the Finance Manager. They understand and interpret the policies made by Das, ensure that their departments have adequate manpower, assign them the necessary duties and motivate them to achieve the desired objectives. State one function other than those mentioned above, that this team may perform at the level they are working. 1
- Q.2 Dishaa at Frameworks Ltd., performs several different tasks in a single day. Some days she may spend more time in planning a future exhibition and on another day she may spend time in sorting out an employee's problem. The task of a manager consists of an ongoing series of functions. Which aspect of management is highlighted here? 1
- (a) Management is a continuous process. (b) Management is multi-dimensional.
(c) Management is a pervasive process. (d) Management is an intangible process.
- Q.3 Organisations are made up of people who have different personalities, backgrounds, experiences and objectives. They all become part of the organisation to satisfy their diverse needs. Which objective of management is highlighted in aforesaid statement? 1
- (a) Organisational objective (b) Social objective
(c) Personal objective (d) None of these
- Q.4 The subject of management is taught at different institutions. Some of these have been set up with the specific purpose of providing management education such as the Indian Institutes of Management (IIMs) in India. Entry to different institutes is usually through an examination. Which aspect of management is highlighted in aforesaid statement? 1
- (a) Management as a science (b) Management as an art
(c) Management as a science and an art (d) Management as a profession
- Q.5 Mita has a successful ice cream business at Bikaner, namely 'Smartflavours'. Her ice creams were utterly delicious. She makes ice creams from fresh milk and the same are available in a wide range of flavours and packs. She sets viable business objectives and works with the same in mind in order to ensure that the customers will come back for purchasing. Having the first mover advantage, her business was doing well. To earn higher profits, she started cutting costs. This would sometimes lead

to delay in delivery and the ice creams was not reaching the market in time. Over a period of time, the demand for her ice-cream declined because of it the competitors entered the market. She lost some of her market share to competitors. At the beginning of summer season, she got back to back orders for supply of 4,000 ice-cream packs of different flavours for special occasions. To ensure that the task was completed and orders delivered in time she hired additional workers. She was thus able to produce and deliver the ice-cream packs but at a high production cost. While that she was ignoring one of the important aspects of management. Identify the aspects of management that has been ignored by Mita. Also explain the same with the help of an example. 3

Q.6 Payal is the marketing manager of a company selling mobile phones. She plans the target sale of 2000 mobile phones per month. She allocates necessary resources to execute the plan. She has six salesmen working under her. She works with them, guiding and motivating them to achieve the target sales. At the end of the month, after comparison of actual sales with the target sales, she found that actual sales exceeded the target sales. She rewards the efficient employees in order to motivate them.

(a) Identify any three functions of management highlighted above by quoting the lines. 3

Q.7 “Management is the systematised body of knowledge that explains certain general truths.” Discuss. 3

Q.8 “Coordination is needed at all levels of management and it is the responsibility of all managers.” Explain. 3

Q.9 'Science is a systematised body of knowledge that explains certain general truths or the operation of general laws'. Based on the statement identify and state the characteristics of management that establish it as a science. 4

Q.10 Aman, Ahmad and Ally are partners in a firm engaged in the distribution of dairy products in Maharashtra state. Aman is a holder of Senior Secondary School Certificate from Central Board of Secondary Education with Business Studies as one of his elective subjects. Ahmad had done his post-graduation in History and Ally in dairy farming. One day there was a serious discussion between Ahmad and Ally regarding the nature of management, Ahmad argued that management was a profession. Whereas Ally argued against it saying that the legal and medical profession are the only professions because they fulfill all the conditions of profession. Aman on the basis of his knowledge of business studies explained the nature of management as a profession to Ahmad and Ally. Explain, how Aman would have satisfied both Ahmad and Ally. 5