



ITL PUBLIC SCHOOL

Active Engagement of Young Minds during summer vacations 2023

Class XII BUSINESS STUDIES

I. Prepare project on **any one of the following topics:-**

- (i) Elements of Business Environment
- (ii) Principles of Management
- (iii) Marketing management
- (iv) Stock Exchange

The guidelines for preparation of project are given on:

https://cbseacademic.nic.in/web_material/CurriculumMain24/SrSec/BusinessStudies_SrSec_2023-24.pdf from Pg 23 to 30.

II. With reference to the above mentioned projects, the students also need to include the following information in the selected project:

- (i) Elements of Business Environment – Prepare an **Infographic / E – poster** on the selected topic.
- (ii) Principles of Management – For this project, the survey has to be conducted with the help of a Questionnaire and responses to be collected from different persons working in or associated with a particular organization – a departmental store, an industrial unit or a fast food outlet.
Also prepare an **E-poster** related to principles of management.
- (iii) Marketing management - The students need to select any product and **design a creative digital brochure** of your product specifying:
 - a. Brand name of the product
 - b. Its tagline
 - c. Label and logo of the product
 - d. Features of the product and its U.S.P
- (iv) Stock Exchange – The project to be presented in the form of an **Infographic** of the 5 selected companies or any one company.

Note:- The above project prepared by the students will be considered for assessment in the Board examination.

PRACTICE ASSIGNMENT

Chapter 1: Nature and significance of Management

1. What is meant by Management? Explain the various functions of management
2. Identify and state the force that binds all the other functions of management. Also explain the features of the concept identified.
3. State the organisational objectives of management.

4. Management is considered to be both an art and science. Explain
5. “Success of an organization largely depends upon its management”. Explain any five reasons to justify the above statement.
6. “It is the orderly arrangement of individual and group efforts to ensure unity of action in the realization of common objectives”.

Identify the concept of management involved in the above lines. Explain the importance of the concept identified.

Chapter 2: Principles of Management:

1. What do you mean by principles of management? Explain briefly the significance of principles of management.
2. Distinguish between:
 - (i) ‘Management principles’ and ‘Pure science’ principles
 - (ii) ‘Principles of Management’ and ‘Techniques of Management’.
 - (iii) ‘Management principles’ and ‘Values’
3. Distinguish between ‘Time study’ and ‘Motion study’ as technique of scientific management on the basis of meaning and objectives.
4. Name and explain the technique of Scientific Management which distinguishes the efficient and inefficient workers. Illustrate with the help of an example.
5. Distinguish between Fayol’s principles and Taylor’s principles on the basis of:
 - i. Perspective;
 - ii. Basis of formation; and
 - iii. Expression
6. Explain the following principles of management:
 - i. Scalar Chain (with diagram)
 - ii. Order
 - iii. Initiative
 - iv. Discipline

Chapter 3. Business Environment:

1. Define environment. Explain the importance of environment to the business.
 2. Explain with examples, the various dimensions of business environment.
 3. The court passed an order that all the schools must have water purifiers for the school children as:
 - (i) Society in general is more concerned about quality of life;
 - (ii) Innovative techniques are being developed to manufacture water purifiers at competitive rates;
 - (iii) Incomes are rising and children at home are also drinking purified water. The Government is also showing positive attitude towards the water purifier business.
- Identify the different dimensions of business environment by quoting the above details.
4. What do you understand by the term demonetization? Why did the Government initiate the process of demonetization? State any four points.

Chapter 4 - Planning:

1. Define planning. Why planning is an important function of management? Discuss
 - 2 Explain the limitations of planning.
 3. Explain the process of planning.
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Chapter 11 - Marketing

1. What is marketing? What functions does it perform in the process of exchange of goods and services? Explain.
2. Distinguish between:
 - (i) Production concept and product concept
 - (ii) Marketing and selling
3. What is marketing mix? What are the main elements? Explain
4. Describe the functions of labelling in the marketing of products.
5. Name the element of marketing mix which affects the revenue and profits of a firm. Explain the factors affecting the element identified.
6. Physical distribution includes some components for physically moving the goods from manufacturers to the customers. Explain these components.