



BRAIN INTERNATIONAL SCHOOL

SESSION 2024-25

CLASS: XII

TERM 1 REVISION SHEET

SUBJECT: BUSINESS STUDIES

CHAPTER 1: NATURE AND SIGNIFICANCE OF MANAGEMENT

Q1. Coordination is considered to be the essence of management because _____.

- (a) It is a common thread that runs through all the activities within the organisation.
- (b) It is implicit and inherent in all functions of the organisation.
- (c) It is a force that binds all the functions of management.
- (d) All of the above.

Q2. This function of management related to placing the right person at the right job is_____.

- (a) Organising
- (b) Staffing
- (c) Planning
- (d) Controlling

Q3. What is meant by management?

Q4.How does coordination integrate group efforts?

Q5. At a time when India had a total of 250 computers, Shiv Nadar led a young team which passionately believed in the growth of the indigenous IT industry. That vision in 1976, born out of a Delhi 'basmati', has resulted three decades later in creating a US \$ 3.5 billion global enterprise. HCL is today a leader in the IT industry, employing 41,000 professionals and having a global presence in 16 countries spanning locations in the US, Europe, Japan, ASEAN and the Pacific Rim. HCL's business today spans IT hardware manufacturing and distribution, system integration, technology and software services, business process outsourcing, and infrastructure management. HCL Enterprises is a leader in global technology and IT services. HCL's basic plan of developing an indigenous microcomputer bore fruit in 1978 at the same time as Apple and three years before IBM. This was considered by many industry observers as the birth of the Indian computer industry. Under the table direction of its founding fathers, it commenced global operations in the US in 1988. Shiv Nadar's risk-taking ability is legendary and he has often made daring forays based on his conviction of the future. At a time when hardware was the name of the game, Nadar foresaw the huge potential in the area of IT education and learning from which NIIT was born. Yet again when software development was still in the nascent stages, Shiv Nadar took the lead and today HCL is a force to reckon with in the global markets The organisation structure of HCL Enterprises consists of two listed companies in India -HCL Technologies and HCL Infosystems. Shiv Nadar, Chairman and CEO, attributes the success of the group to its management team and their entrepreneurial spirit, which together have enabled it to handle rapid changes in environments and technologies, and to transform threats into opportunities. Fundamental to the process has been the development of new paradigms for the unprecedented situations into which the group ventures. These include guidelines for organisation restructuring, market creation, technology leveraging and business up-scaling. Like any other business enterprise profits are important for the survival and growth of HCL as an enterprise. At HCL the management believes that a satisfied employee creates a satisfied customer, who in turn creates profits that lead to satisfied shareholders HCL has a strong sense of social responsibility. It has set up educational institutions in the fields of management, engineering and computer education, in which one-third of the students are girls According to Shiv Nadar, the future belongs to the global enterprise which is able to transform itself according to the challenges of global economy.

Shiv Nadar is the Chairman and CEO of HCL Technologies. At which level of management is he working?

Q6. What are the functions of top level of management

CHAPTER 2: PRINCIPLES OF MANAGEMENT

Q1. Which principle of general management advocates that, “Employee turnover should be minimised to maintain organisational efficiency.”?

- (a) Stability of personnel.
- (b) Remuneration of employees.
- (c) Equity.
- (d) Esprit De Corps.

Q2. Through this principle of management, Henri Fayol guides the managers to exhibit exemplary behaviour and advises that they should not fall into the temptation of misusing their powers for personal benefit at the cost of the general interest of the organisation. Which principle of management is being described in the above statement?

- (a) Remuneration of employees.
- (b) Centralisation and decentralisation.
- (c) Subordination of individual interest to the general interest.
- (d) Equity.

Q3. Briefly explain ‘discipline’ and ‘scalar chain’ as the principles of general management

Q4. What are the features on Principles of management?

Q5. Ram is a class twelfth commerce student in a reputed school in Punjab. Mohan is his elder brother who is doing his Masters in Hospital administration from Delhi after completing his B.Sc. course. During vacations when Mohan comes home, Ram shows him the business studies project that he is preparing on the topic 'Principles of Management'. Mohan tells him that these principles are also a part of MBA course curriculum at the beginner level as they form the core of management in practice. But he finds this principle different from those of pure science. In context of the above case:

- (i) Outline the feature of principle of management highlighted above.
- (ii) How management principle is formed?

Q6. After finishing her BBA degree course, Tanya gets a job of Assistant Manager in a retail company through the reference of her cousin Taruna who works in the same company as a Senior Manager. Taruna decides to guide Tanya through her experience by making her aware of the important facts about management in practice. She tells her that neither the principles of management provide any readymade, straitjacket solutions to all managerial problems nor they are rigid prescriptions, which have to be followed absolutely.

- (i) Identify the two features of principles of management mentioned in the above paragraph by quoting lines from the paragraph.
- (ii) Why do the principles of management not provide readymade, straitjacket solution to all managerial problems?

CHAPTER 3: BUSINESS ENVIRONMENT

Q1. A business has to offer a wider choice in purchasing enhanced quality of goods and services in order to maintain an edge over its competitors. The implementation of the new economic policy with liberalisation, privatisation, and globalisation has posed various challenges for the corporate sector. One of the important challenges is explained in the above lines. Identify it.

- (a) Increasing competition
- (b) More demanding customers
- (c) Necessity for change
- (d) Market orientation

Q2. Which of the following is a feature of demonetisation?

- (a) Tax administration measure
- (b) Channelising savings into the formal financial system
- (c) Development of less-cash economy
- (d) All of the above

Q3. Explain how does the understanding of business environment help the management in the following:

1. Tapping useful resources
2. Coping with rapid changes

Q4. What is Business Environment?

Q5. Damage Control at Sterling Courier Sterling Couries Systems based in Hendon, Virginia is a provider of same-day-delivery services. Although Sterling may do everything right to meet its delivery commitments, it relies on commercial airlines to transport its parcels, and occasionally fails to meet its deadlines. Delays are usually a result of packages being misplaced in airlines' tracking systems. Such incidents are beyond Sterling's control. But from the customer's vantage point, the failure is Sterling's problem.

To control the damage created by such delays, Sterling had to take some corrective measures. For example, for several months in late 1990 and early 1991 several Sterling deliveries disappeared in transit. The packages turned up later, but the customers had already suffered financial losses. Yet because the packages were eventually recovered, neither insurance nor the airlines was liable. The decision for president Glenn Smoak was whether to compensate the customers for their losses or simply not to charge them for the shipment. Smoak concluded that customers for their losses or simply not to charge them for the shipment. Smoak concluded that not charging for the shipment was an inadequate response, given the suffered downtime. By paying the \$30,000 in losses would push the then-five-year-old \$5 million company into a loss for the quarter. Smoak's decision was to pay out the \$30,000 in gratis service, the customer stayed, and Sterling continues to grow.

Source Stoner, A.F. James, R. Edward Freeman and Daniel R. Culbert, Jr., Management, Prentice-Hall of India Pvt. Ltd, 1998

Identify the function of management discussed in the given case

Q6. Dravya is the owner and manager of a textile industry, which is her family business. Last year, she attended the seminar on the topic globalisation. She found the topic relevant and will help her in expanding business by conducting operations worldwide.

What will be the positive impact of opting globalisation?

CHAPTER 4: PLANNING

Q1. In 2019 alone, Swiggy has launched operations in 300 towns and cities. Swiggy follows a two-step sequence while expanding to a small town. First, it provides more laborious training to restaurants and delivery partners compared to their counterparts in the city. Second, it focuses on building scale in operations and increasing the restaurant's reach to a larger base of consumers, including optimising kitchens and resource planning among others. Identify the type of plan being described in the above lines.

- (a) Method
- (b) Strategy
- (c) Programme
- (d) Procedure

Q2. Deepak is striving to earn a profit of 30% in the current financial year. Identify the type of plan being described in the above lines.

- (a) Method
- (b) Objective
- (c) Strategy
- (d) Programme

Q3. Planning reduces creativity. Comment

Q4. state the type of plan and state whether they are Single use or Standing plan.

- a. A type of plan which serves as a controlling device as well.
- b. A plan based on research and analysis and concerned with physical and technical tasks.

Q5. A company wants to increase its market share from the present 10% to 25% to have a dominant position in the market by the end of the next financial year. Ms. Rajni, the sales manager, has been asked to prepare a proposal that will outline the options available for achieving this objective.

Her report included the following options – entering new markets, expanding the product range offered to customers, using sales promotion techniques such as giving rebates, discounts or increasing the budget for advertising activities. Which step of the planning process has been performed by Ms. Rajni?

Q6. What are the steps of planning?

CHAPTER 5: ORGANISING

Q1. When decision-making authority is retained, an organisation is said to be by higher management levels,

_____.

- (a) Decentralised
- (b) Centralised
- (c) Fragmented
- (d) None of the above

Q2. Accountability is derived from _____.

- (a) Authority
- (b) Formal position
- (c) Responsibility
- (d) All of the above

Q3. Name the organizational structure that assists in managerial and operational efficiency.

Q4. Define 'Delegation.'

Q5. What is the difference between functional and divisional structure?

Q6. Rajeev and Sanjeev are managers in the same organisation heading different units. While discussing about the functions of management, Rajeev says that 'Planning is looking ahead whereas controlling is looking back'. But Sanjeev says, 'You are wrong because planning is looking back whereas controlling is looking ahead.' Both are giving reasons in favour of their statements.

Explain the possible reasons given by both and justify who is correct.

CHAPTER 6: STAFFING

Q1. Identify the correct sequence of the steps involved in the selection process.

- (a) Medical Examination, Contract of Employment, Reference and Background Checking, Selection Decision, Job Offer
- (b) Reference and Background Checking, Selection Decision, Contract of Employment, Medical Examination, Job Offer
- (c) Job Offer, Reference and Background Checking, Selection Decision, Medical Examination, Contract of Employment
- (d) Reference and Background Checking, Selection Decision, Medical Examination, Job Offer, Contract of Employment

Q2. Which of the following activities lie within the scope of the Human Resource Department?

- (a) Formulating compensation and incentive plans
- (b) Ensuring healthy labour relations and union-management relations
- (c) Creating provision for social security and welfare of employees
- (d) All of the above

Q3. What are the benefits of employee training?

Q4. Why is Aptitude test conducted in the process of selection?

Q5. When Jaskaran Singh applied for the post of Computer teacher in a school in Bhubaneswar, he was asked to prepare a PowerPoint presentation on a particular topic during the selection procedure. Identify the type of selection test being mentioned in the above lines.

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Identify the function of management discussed in the given case

CHAPTER 7: DIRECTING

Q1. The leader who does not welcome suggestions of employees is called:

- a) Autocratic Leader
- b) Democratic Leader
- c) Free Rein Leader
- d) None of the above

Q2. The leader who does not welcome suggestions of employees is called:

- e) Autocratic Leader\
- f) Democratic Leader
- g) Free Rein Leader
- h) None of the above

Q3. “Better human relationship” is one of the advantages of which type of communication? Explain any three importance of such communication.

Q4. The greatest number of managerial levels in an organisation makes it more complex. This statement is about which type of barrier to communication?

Q5. Ayesha Ltd. assured their employees that in spite of recession no worker will be retrenched from the job.

- a) Name and explain the type of incentive offered to the employees.
- b) Explain one more incentive of the same category.

CHAPTER 11: MARKETING

Q1. Under which of the following conditions is a marketer not likely to fix the price of his products at the higher-end?

- (a) When he faces a high degree of competition
- (b) When he wants to attain market share leadership
- (c) When the product is unique in terms of packaging, product difference, and product differentiation
- (d) When the demand for the product is low

Q2. Under which of the following situations is a company not likely to fix a lower price for its product?

- (a) When the competition has introduced a substitute product
- (b) If the demand for a product is inelastic
- (c) When the company wants to attain market share leadership
- (d) When the demand for the product is low

Q3. What are the different concepts of marketing

Q4. what are the benefits of labeling?

Q5. Ginika, Tanish and Rohit were friends from college days and now they are doing different kinds of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction, marketing efforts, product designing, selling techniques, social concerns etc In one of such meeting, Ginika drew the attention of Tanish and Rohit towards the exploitations of consumers. She said that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social, ethical and ecological aspects of marketing, whereas she was not doing so. Tanish said that they were under pressure to satisfy the consumers, but stated that the consumers would not buy or not buy enough unless they were cannot achieve its objectives without understanding the needs of the customers. It was the duty of the business is run by the resources without understanding the needs of the customers. It was the duty of the businessman to keep consumer satisfaction in mind because business in run by the resources made available to them by the society. He further stated that he himself was taking into considerations the needs of the customers.

Identify the various types of thinking that guided Ginika, Tanish and Rohit in the marketing efforts of their

business. Also, state one more feature of the various types of thinking identified that is not given in the above para.

Q6. Saloni intends to start an enterprise that produces chocolates. Initially in order to assess the taste and preferences of the people about chocolates, she used social media and online surveys. Thereafter she prepared a detailed SWOT analysis of her enterprise to devise a strategy that will give her an edge over competitor. Based on her analysis of the market she planned another segment of Chocolate called 'Desi delight'. She planned to fix up the price of chocolate relatively lower in beginning and increasing later on when demand pricks.

In context of above case.

- i) Identify the elements of marketing mix being discussed in above para.
- ii) Explain briefly the functions of marketing discussed in above para.