ASSIGNMENT NO. 1

SUBJECT: BUSINESS STUDIES   CLASS-XII   APRIL,2025

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. Praveen and Naveen are friends. Praveen became a professional after completing his MBBS from Hindu Medical College .Naveen completed his MBA from IIM, Bangalore. In a discussion with Praveen, Naveen said that he too is a professional and is working with a multinational company as a senior manager getting a good package. Praveen was not convinced about the fact that Naveen was a professional in spite of being aware that nowadays there is increasing emphasis on managed business concerns. Praveen gave three reasons in support of his opinion. Explain the three reasons that Praveen might have given.

Q6. 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?

Q7. What are the functions of middle level of management?

Q8. The Marketing Manager of Surya Bulb Limited fixed the target for all his Sales Executives and gave them all the possible authorities to achieve it. They were asked to submit to him their performance report at the end of the month. All of them did the same. On the receipt of report, the expected and actual results of the Sales Executives were compared. On this basis planning for the future was done. The Sales Executives also wrote in their report what the expectations of the customers from the company were. Majority of them had written that they (customers) wanted the company to cooperate in the construction of the Dharamshala going on in the city at that time. The Marketing Manager placed this demand of the customers before the Board of Directors. This was happily accepted.

1. Identify the two functions of management described above by quoting the relevant lines.

2. Which two values are being given to society?

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 tales him that these principles are also a parts of MBA course curriculum at the beginner is level as they from 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 the BBA degree course, Tanya gets a job of Assistant Manager in a retail company through the reference of her causing 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?

Q7. Sanket, after completing his entrepreneurship course from U S.A. returned to India and started a coffee shop 'Fioma Coffee' in afamous mall in Mumbai. The speciality of the coffee shop was the special aroma of coffee and a wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Sanket was keen to find out the reason. He appointed Riya, an MBA from a reputed management institute as a manager to find out the causes of the business not doing well. Riya took a feedback from the clients and found out that though they loved the special unique aroma of coffee but were not happy with the long waiting time being taken to process the order. She analysed and found out that there were many unnecessary obstructions which could be eliminated. She fixed a standard time for processing order. She also realised that there were many flavours whose demand was not enough. So, she also decided to discontinue the sale of such flavours. As a result, within a short period, Riya was able to attract the customers. Identify and explain any two techniques of scientific management used by Riya to solve the problem.