



Brain International School

Vikas Puri, New Delhi

ASSIGNMENT NO. 2

SUBJECT: BUSINESS STUDIES

CLASS-XII

MAY, 2025

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 the understanding of business environment helps 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 Couriers 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 11: Marketing Management

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. 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.

Q5. 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.