



# Brain International School

Vikas Puri, New Delhi

## ASSIGNMENT NO. 3

**SUBJECT: BUSINESS STUDIES**

**CLASS-XII**

**JULY, 2025**

### 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.

**Q6.** 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