



ASSIGNMENT NO. 1

SUBJECT: BUSINESS STUDIES CLASS-XII

APRIL- MAY' 2026

Chapter 1: Nature and Significance of Management

1. 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.
2. 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 able 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? State its five functions.

3. 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.
 - a) Identify the two functions of management described above by quoting the relevant lines.
 - b) Which two values are being given to society?
4. After completing his MBA degree, Aman joined a multinational company Zeyovya Ltd. His job demands long hours and commitment to the organisation. He is responsible for integrating diverse elements and coordinating all the activities of the business and for its impact on society. His job is complex and stressful.
 - a) Identify the level of management at which Aman joined the organisation.
 - b) State any three functions to be performed by Aman at this level other than those discussed in the para.
5. Top management plans for the entire organization. According to these plans organizational structure is developed and staffed. In order to ensure that these plans are executed according to plans, directing is required. Any discrepancies between actual and realized activities are then taken care of at the stage of controlling. Name and explain the process highlighted above which started at the planning stage itself and is implicit and inherent in all the functions of the management in an organization.

Chapter 2: Principles of Management

1. 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?
2. After finishing the 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?

3. Sanket, after completing his entrepreneurship course from U.S.A. returned to India and started a coffee shop 'Fioma Coffee' in a famous 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 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.
4. Mr. Malhotra, Finance manager of ABC Ltd. applied for leave to attend a family function in Amritsar. The director of the company requested him to cancel his leave as there is an important meeting schedule on that date. Mr. Malhotra immediately agreed and cancelled his trip as he thought attending meeting is more important for company's benefit. Identify and explain which principle of Fayol is applied by Mr. Malhotra?
5. On the basis of several observations it is determined that standard time taken by the worker to make one cardboard box is 20 minutes. So, in one hour he/she will make 3 boxes. Assuming that a worker has to put in 8 hours of work in a shift and deducting one hour for rest and lunch, it is determined that in 7 hours a worker makes 21 boxes @ 3 boxes per hour. Now this the standard task a worker has to do. Wages can be decided accordingly. Identify the work study technique of scientific management discussed above. Also explain the work study techniques.

Chapter 3: Business Environment

1. The Government of India has recently come up with an amendment to Section 6 of the Payment of Wages Act, to allow employers of certain industries to make payment through various electronic modes of payments. The amendment will be applicable to all the public sector undertakings for wages disbursement using e-payment options. This is another milestone in the direction to further push to cashless economy. Identify and explain any two dimensions of business environment which relates to the above-mentioned case.
2. Explain how does the understanding of business environment help the management in the following:
 - a) Tapping useful resources
 - b) Coping with rapid changes
3. Discuss the features of Demonetisation.
4. "Business environment is dynamic in nature." Explain with example.
5. Explain how business environment affects business decisions. Give examples.

6. A company faces increased competition after reduction in import duties.
 - a) Identify the dimension of business environment involved.
 - b) State any three impacts of government policy changes.

Chapter 11: Marketing Management

1. Raman, Joginder, John Iqbal and Shreya are friends. They are operating different businesses. Each one has his/her own concept regarding operating their businesses.

Raman believes in producing products at large scale, thereby decreasing the average cost of the products and selling it at a reasonable price.

Joginder focuses on providing best quality products because he believes that the customer always wishes to buy a good quality product. The price of the product is secondary.

John is of the belief that most important aspect of business is sales and so he undertakes aggressive selling and promotional effort.

Iqbal believes that his firm can achieve its goals only by identifying the needs of the customer, satisfying them better than the competitors

Shreya feels that her firm has a responsibility towards the society as well, so she provides customer satisfaction along with using techniques which are environment friendly.

Identify by quoting lines and explain the marketing concepts followed by each one of them.
2. Shyam bought a pain-relieving ointment after seeing it being displayed in the chemist's shop. The ointment tube was packed in a cardboard box. Identify the different levels of packaging of the pain-relieving medicine when it was purchased by Shyam. Also state the functions of packaging.
3. A company which is manufacturing cosmetics is facing stiff competition. It decides to improve packaging, introduce discounts and appoint trained salespersons to increase sales.
 - a) Identify three elements of promotion mix involved.
 - b) Explain any three functions of packaging.
4. 'NutriHealth Drinks' launched a new protein beverage. It used television advertising, hired sales representatives to demonstrate the product in gyms and offered free samples to customers.
 - a) Identify any three elements of promotion mix used.
 - b) Explain any two features of advertising.
 - c) State one merit of personal selling.
5. 'Speed Tech Mobiles' appointed wholesalers and retailers across India and also sold directly through its website. The company selected intermediaries carefully based on market coverage and cost.
 - a) Identify the element of marketing mix involved.
 - b) Explain any three factors affecting choice of channels of distribution.
 - c) State any two functions performed by intermediaries.
6. A company launched a new herbal shampoo at a very low price compared to competitors to attract customers quickly and capture market share. Within six months, its sales doubled.

Questions:

 - a) Identify the pricing objective used by the company.

- b) State one other pricing objective.
 - c) Name the marketing mix element involved.
7. A food company introduced a new biscuit range with attractive packaging, a unique logo, and a catchy brand name. Customers started recognizing the product easily and sales increased rapidly.
- Questions:**
- a) Identify the marketing function highlighted.
 - b) State two benefits of branding for consumers.
 - c) Name any one other function of marketing.
8. A mobile company advertises heavily on TV, gives discounts during festivals, and employs salespersons to demonstrate features in stores.
- Questions:**
- a) Identify any two promotion tools used.
 - b) Explain one advantage of personal selling.
 - c) State one difference between advertising and sales promotion.
9. A manufacturer of refrigerators sells its products through wholesalers, retailers, and also through its own exclusive showrooms.
- Questions:**
- a) Name the types of distribution channels used.
 - b) State one advantage of indirect channel.
 - c) Why do companies open exclusive showrooms?
10. A juice company redesigned its bottles to be lightweight, attractive, and easy to carry. After this change, sales increased significantly.
- Questions:**
- a) Identify the marketing function involved.
 - b) State two functions of packaging.
 - c) How does packaging help in product differentiation?