

CLASS XII BUSINESS STUDIES**NATURE AND SIGNIFICANCE OF MANAGEMENT****ASSIGNMENT – 1**

- Q1) Nishta is the marketing manager of a company selling laptops. She plans the target sale of 2000 laptops per month. She allocates necessary resources to carry out the plan. She has six salesmen working under her. She works with them guiding and motivating them to achieve the target sales. At the end of the month, after comparison of actual sales with the target sales she found that actual sales exceeded the target sales. She rewards the efficient employees to motivate them.
- (i) How does Nishta prove the importance of management? Explain.
 - (ii) Also state any two values which she wants to communicate to the society by her behavior.
- Q2) In premier Ltd., Mr. Gurpreet a 'Production Manager' is different and has his own personalized and unique style of managing things and people. He tells his employees that we should work with team spirit, coordination and towards achieving the organizational goals. In a board meeting, it has been decided that the company will change some of its products features so as to make it more useful for the customers and to face the intense competition. Mr. Gurpreet explain the decisions taken in a board meeting to all the employees of the organization.
- (i) Identify the nature of management highlighted above by quoting the lines.
 - (ii) Name and explain the characteristic of management reflected above by quoting the lines.
 - (iii) At which level of management Mr. Gurpreet is working?
- Q3) Yash Ltd. is facing a lot of problems these days. It manufactures electronic goods like washing machines, microwave ovens, refrigerators and air-conditioners. The company's margins are under pressure and the profits and the market share are declining. The production department blames marketing department for not meeting sales targets and marketing department blames production department for producing goods, which are not of good quality to meet customer's expectations. The finance department blames both production and marketing departments for declining return on investment and bad marketing.
- (i) What quality of management do you think the company is lacking? Justify your answer.
 - (ii) State the importance of the concept identified in (a).
- Q4) XYZ Power Ltd. Set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks. The demand of lanterns was increasing day by day, so the company decided to increase production to generate higher sales. For this they decided to employ people from the nearby villages as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees.
- (i) Identify and explain the objectives of management discussed above.
 - (ii) State any two values which the company wanted to communicate to the society.
- Q5) Mr. Prabal is working at the post of sales manager in Surbhi tel. Ltd. Last year, the targeted sales increased to 20,000 units from earlier target of 18,000 units. This he achieve very easily. To achieve this, he increased the expenditure on advertisements to almost double.
- (i) Did sales manager perform his duty efficiently and effectively?
 - (ii) If not then how?

- Q6) 'In an organization, employees are happy and satisfied, there is no chaos and effects of the management is noticeable'. Which character of management is highlighted by this statement?
- Q7) 'In order to be successful an organization must change its goals according to the need of environment'. Which characteristics of management are highlighted in the statement?
- Q8) Ashutosh Goenka was working in 'Aree Ltd.', a company manufacturing air purifiers. He found that the profits had started declining from the last six months. Profit has an implication for the survival of the firm, so he analyzed the business environment to find out the reasons for this decline.
- (i) Identify the level of management at which Ashutosh Goenka was working.
 - (ii) State three other functions being performed by Ashutosh Goenka.
- Q9) The top management of 'Dynamite Ltd.' has done proper arrangement for all the resources for its business. A special attention has been paid to the running of all the activities properly. Several competitors were using imported modern machines. Influenced by them, this company also had to install similar machines. The technology of these machines was most sophisticated. Before the employees could protect against this technology, they were given the training for it. Hence, they accepted the installation of these machines happily. The company felt happy with their work and rewarded them. Its impact on the other employees was very positive. The top management had directed all the employees to have free and informal communication and give suggestions, lodge complaints and even talk about their personal matters.
Identify and explain the importance of management highlighted above the quoting lines.
- Q10) "Coordination is not a separate function of management. It is the essence of management". Explain with the help of a suitable example.