

REVISION SHEET BUSINESS STUDIES CLASS XII

CASE STUDIES

1. Mr Rakesh Kathuria is the owner of "Kathuria Sports Store". He has divided his business four departments. All departmental managers have been instructed to comply with certain general guidelines while discharging their functions. By doing so, they will definitely achieve better performance. All managers complied with this instruction. Identify the concept of management mentioned in the above paragraph.
2. Marketing manager of 'Guru Kripa Ltd.' has set sales targets of his Sales Executives. But he did not give them the authority to grant rebate and credit facility to the customers, which are so essential on various occasions. Consequently sales executives failed to achieve their targets. Identify the principle of management ignored in this case.
3. Manager of "Sargodha Ltd." has enforced the following concepts of management in his company. Identify the same:
 - a. To find out the best method of doing work.
 - b. Creating the spirit of cooperation in place of competition between managers and workers.
4. Production manager of Aggarwal Pvt. Ltd. ' took special care of the interest and ability of his subordinates while distributing work among them. He was of the firm opinion that a worker should be given one work again and again so that he may become expert in it. One day he took round of his department and noticed that the workers were not doing their job quickly. On enquiry, he learnt that the workers worked non-stop and that was the main cause of their slow speed. He immediately issued an order that during their working hours, the workers will have an interval to take rest.

In the above paragraph a principle and a technique of management have been discussed. Identify the same.
5. In a manufacturing company as many as 100 labourers are working in the production department. Eight specialists have been appointed to look after their work to issue command to them and to listen to their complaints. They give advice to the labourers on different issues relating to their work.
 - (i) What technique of scientific management is being followed here?
 - (ii) Which principle of management is being ignored in this case?
6. Mr Raj Singh set up 'Raj Gharana Private Limited'. The objective of the company was to make the people of the city a modern venue for functions available. Mr Raj Singh became the Managing Director of the company. He prepared a list of all the activities to be performed in the company. All the activities were divided into four main parts. On the basis of these main parts four departments were set up; namely, finance, marketing, production and human resource development. The appointments of managers were made in these departments. Each departmental manager was repeatedly given certain specific activities to do so that he may become a specialist of his specific field.

Which principle of management has been discussed in the paragraph given above?
7. The Government of a country is worried about its slow economic growth. For this problem to be solved the Government prepared a team of 10 management specialists. After a month's investigations, the team of specialists submitted its report. In the report it was said that the main reason for the slow economic growth was establishing no new industries. And the reason for this was the inability of the businessmen to arrange finance easily. The team of the specialists suggested that there was a need for immediate measures of Economic Reforms to be taken. To which type of business environment does the above refer to? Explain the features of this Business environment.
8. The top officials of a country's Government held a meeting in order to speed up the business growth. In the meeting it was decided that there was a need for granting several exemptions to the Business Units already

established. Similarly, they felt that with a view to setting up new Business Units the young men needed to be encouraged. Also it was emphasised in the meeting that the entry of Multi-national companies needed to be simplified. Besides, priority was given to relaxing restrictions imposed on Import Business. The main reason for the Government to think like this was to speed up the economic growth.

Identify the likely impact of the Government's policy on business described in the paragraph given above.

9. Mr. Ajay Oswal is a Senior Manager in Ajay Winners Limited. For some time since past he has been observing that the Government is making changes in its business policy quite fast, sometimes in its import-export policy, sometimes in the interest rates and at other times in the tax rates, changes are being done. In order to overcome these changes, he too is making necessary changes in his business plans. Also, he is observing that wherever changes are not taking place, success is slipping out of the hands of those businessmen. In view of such a situation his sensitivity towards the changes going on in the business environment has increased all the more. On the basis of the paragraph given above identify the impact taking place on business and industry because of the changes being made in the policy of the Government.
10. No country is capable enough to produce all the goods and services itself required for its use. Almost all the countries have certain goods and services in surplus and in certain others, deficiency. In this way all of them feel the necessity for exporting the goods and services in surplus and those of deficiency, to import. In order to solve this problem several countries have zeroed in the complexities of Import-Export business. Consequently, balance is getting established in the demand and supply of goods and services. Identify the concept of Business Environment described in the paragraph above and explain its meaning.
11. In India there is a very ancient tradition of sending greetings to each other on the festivals like Diwali, Eid, Christmas, Gurburb etc. For example, as soon as the festival of Diwali approaches near, a heavy sale of 'Greeting Cards' begins in the market. On these occasions, the printing industry earns a big profit. But for the last few years the place of 'Greeting Cards' has been taken over by internet and mobile. This instruction has had a negative impact on the printing industry. Identify the dimensions of business environment described in the paragraph given above.