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Questions:

Assertion and reason

1. Assertion (A): The business environment is a complex phenomenon.
Reason (R): The business environment consists of various inter-related and dynamic forces.
Codes:
a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c) Assertion (A) is true but Reason (R) is False.
d) Assertion (A) is false but Reason (R) is True.

2. Assertion (A): Fatigue study is important to maintain the efficiency levels of the workers.
Reason (R): The rest interval will enable workers to regain their lost stamina.
Codes:
a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c) Assertion (A) is true but Reason (R) is False.
d) Assertion (A) is False but Reason (R) is true.

3. Assertion (A): The need for planning arises only when there is one alternative.
Reason (R): Decision making is an integral part of planning.
Codes:
a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c) Assertion (A) is true but Reason (R) is False.
d) Assertion (A) is False but Reason (R) is true.

4. Assertion (A): Organising establishes the working relationships, which clarifies the lines of communication and specifies who is to report to whom.
Reason (R): Repetitive performance of a particular work also leads to specialization.
Codes:
a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c) Assertion (A) is true but Reason (R) is False.
d) Assertion (A) is False but Reason (R) is true.

5. Assertion (A): Main focus of selling concept is to sell the existing product through aggressive selling and promotional efforts.
Reason (R): Selling concept assumes that customers can be persuaded and manipulated to buy the products.
Codes:
a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c) Assertion (A) is true but Reason (R) is False.
d) Assertion (A) is False but Reason (R) is true.

Section D

6. Economic, social, political and legal conditions have a considerable impact on the performance of the company. discuss them briefly.

7. With the help of a diagram, explain the meaning of functional structure and discuss some of its advantages.

8. Briefly, describe the steps taken in the selection of personnel.

9. Define marketing management. State any three objectives of marketing management.

10. Ankur Sachdeva did his MBA from ITB University. He decided to apply his knowledge of scientific management in the fast food restaurant chain 'Coffee Bean' set-up by him. This restaurant was providing burgers, fries, shakes, etc. as a part of its menu.
Now a days people are quality conscious, so he was using standardised raw materials, processes, methods, working conditions, machinery, etc.
The objective was to establish standards of excellence. By doing this he was not only able to reduce the cost but was also able to provide new varieties of burgers, fries and shakes leading to increased turnover.
Ankur Sachdeva also believed that there was only one best method to maximise efficiency. As a result, he developed best way of grilling burgers, cooking fries and preparing shakes. His main objective was to maximise the satisfaction of customers, which he was able to achieve.
Not only to learn the best way of doing a job, but to perform their tasks efficiently, 'Coffee Bean' regularly invests in training and development programmes to equip employees with the nccessary skill and knowledge. 'Coffee Bean' believed that efficient employees will produce more and earn more.
This will ensure their greatest efficiency and prosperity for both company and workers.
The above case highlights the use of scientific principles and techniques by 'Coffee Bean'. Explain any one such principle and two techniques.

11. 'The pros and cons of each alternative need to be weighed. Name and briefly explain the logical steps in the process of planning which are followed by a manager before performing the step highlighted in the above statement.

Section C

12. Business environment or environmental scanning helps in the identification of threats and early warning signals. Explain.

13. State any three advantages and two limitations of planning.

14. How is training of employees beneficial for the organisation? state by giving any four reasons.

15. Describe, in brief, any four functions of middle level management in an organisation.

16. ABC Ltd. is a renowned company in Kirti Nagar market of Delhi for manufacturing quality furniture. From last 20 years, ABC Ltd. has occupied the No.1 position in the market. It also specialised in imported furniture besides domestic one. It manufactures for both commercial and residential/domestic use. For this, company has hired two managers one each for commercial department and residential department.
Mr. Sharma, who is the incharge of manufacturing furniture for commercial purpose, got the target of manufacturing 100 pieces of office tablesfrom a corporate house. To

achieve this target, Mr. Sharma has to operate on double shifts due to power failure most of the time. He is able to manufacture 100 pieces of office tables but at a higher production cost.
Whereas, Mr. Gupta, who is the incharge of manufacturing furniture for residential/domestic use, got the target of manufacturing 50 double beds for one Ashram in Vrindavan. Mr. Gupta concentrated more on manufacturing beds with fewer resources (i.e., cutting down the cost of production) due to which he could not achieve his target.
a) From the two, which manager is effective but not efficient? Why?
(b) Name the manager who is efficient but not effective. Give reason also.
(c) What should be the ideal aim of managers in given situations?

17. Differentiate between 'Delegation' and 'Decentralisation' or any three basis.

18. Explain how delegation of authority is a source of development of managers.

19. Ashish, the Marketing Head, Raman, the Assistant Manager and Jyoti, the Human Resource Manager of 'Senor Enterprises Ltd.' decided to leave the company .
The Chief Executive Officer of the company called Jyoti, the Human Resource Manager, and requested her to fill up the vacancies before leaving the organisation. Informing that her subordinate Miss Alka Pandit was very competent and trustworthy, Jyoti suggested that if she could be moved up in the hierarchy, she would do the needful. The Chief Executive Officer agreed for the same. Miss Alka Pandit contacted 'Keith Recruiters' who advertised for the post of marketing head for 'Senor Enterprises Ltd.' They were able to recruit a suitable candidate for the company.
Raman's vacancy was filled up by screening the database of unsolicited applications lying in the office.
(a) Name the internal/external sources of recruitment used by 'Senor Enterprises Ltd.' to fill up the above stated vacancies.
(b) Also state anyone merit of each of the above identified source of recruitment.

Section B

20. What do you mean by "levels of Management"? Draw a diagram showing the levels of management.

21. "Management principles are relative not absolute". Explain.

22. Mr. Prasanth Gupta is the owner and manager of a grocery store. He attended a management seminar. The topic was on globalisation and impact of technology on business. He was shocked by many television ads and mailers to see different opportunities available on the internet for his expansion. To upgrade the technology in his business outside the city and he feels internet does not have any application to the retail industry. What should Mr. Prasanth do to avoid any negative impact of the changes in business environment? By adopting technological environment what values Mr. Prasanth can exhibit in his business?

23. Jupiter Ltd. is one of the largest two-wheeler manufacturer in India. It has a market share of about 42% in the two-wheeler category. The company had witnessed almost a 35% drop in the booking as the currency crunch was prompting people to withhold new purchases due to demonetisation. Therefore, the production manager of the company had decided to align production to factor in slower sales in the market.
Identify and explain the function of management being discussed in the above lines.

24. State any three features of 'demonetisation'.

25. Top management plans for the entire organization. According to these plans, the organisational 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 realised, 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 management in an organisation.

26. Vaibhav Sharma was working as the Production Manager in Crescent Pharmaceuticals Pvt. Ltd. To get his son admitted in scholl he wanted to take leave from the office but on the same day, an important meeting with the Chief Executive Officer (CEO) of the company was scheduled to discuss about some new medicines to be manufactured, Considering the significance of the meeting, he did not take leave.
The CEO appreciated his exemplary behaviour as he gave priority to the organisational interest over his personal interest.
Name and explain the principle of management being followed by Vaibhav Sharma in the above case.

Section A

27. Identify the force which binds all other functions of management.
(a) Production (b) Staffing (c) Marketing (d) Coordination

28. Which principle of management aims at securing the loyalty and devotion of employees by giving them fair and just treatment?
(a) Unity of direction (b) Equity (c) Order (d) Unity of command

29. Which of the following statements is related to division of work?
(a) Resources should be divided equally among departments. (b) Work should be divided into smaller tasks. (c) Subordinates should be divided among superiors
(d) Departments should be divided into sub sections.

30. Which type of plan is a combination of objective, policies, procedures, rules etc.?
(a) Budget (b) Programme (c) Strategy (d) Method

31. Centralisation refers to:
(a) retention of decision making authority (b) dispersal of decision making authority. (c) creating divisions as profit centers (d) opening new centers or branches

32. Which level of management is responsible for coordinating the activities of different departments according to overall objectives of the organisation?
(a) Top level (b) Middle level (c) Supervisory level (d) Both middle and supervisory level

33. Name the process of working with and through others to effectively achieve organisational objectives by efficiently using limited resources in a changing environment.
(a) Management (b) Planning (c) Organising (d) Controlling

34. Samaira and her friend, Sana wanted to watch a movie over the weekend.
They booked the movie tickets online and chose the seats as per their preference at the click of a button at the desired movie hall. Now going to theatre for booking of tickets is no longer required.
The dimension of business environment reflected in the above para is
(a) political environment (b) social environment (c) legal environment (d) technological environment

35. Statement I Transportation helps in creating time utility and warehousing helps in creating place utility.
Statement II The process of classification of products into different groups on the basis of their important characteristics is known as standardisation.
(a) Statement I is true and Statement II is false (b) Statement I is false and Statement II is true (c) Both statements are true (d) Both statenments are false

36. The tool of promotion which involves making use of short-term incentives designed to encourage the buyers to make immediate purchase of a product or a service is called
(a) advertising (b) personal selling (c) sales promotion (d) public relations

37. Aiming to revive Jammu and Kashmir's attraction as a top location for film shooting the J & K film policy, 2021 offers a host of incentives to the filmmakers, such as subsidies and low long-term interest rates, for films with patriotic and certain other themes shot in J & K, for giving work opportunities to local artistes, etc. This will have an impact on business enterprises in the state.
Which component of business environment is highlighted above?

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(a) Specific and general forces (b) Technological environment (c) Economic environment (d) Totality of external forces

38. 'Uttam Ayurvedic Ltd.' is an established Indian company manufacturing organic consumer goods like toothpastes and shampoos. It has planned to increase its market share from 30% to 40% in the current financial year. With the expanding market of organic products, other companies in the consumer goods industry have also launched these products with organic components. The competition in the market has increased and it was found that the sales of Uttam Ayurvedic Ltd. came down and its market share was reduced to 23%.
Identify the limitation of planning highlighted in the above case.

(a) Planning may not work in dynamic environment (b) Planning is time consuming (c) Planning involves huge costs (d) Planning reduces overlapping and wasteful activities

39. "Grouping similar nature jobs into larger units called departments" is the step in the process of one of the functions of management. Identify the function of management.

(a) Planning (b) Organising (c) Directing (d) Staffing

40. RP Infotech Ltd. decided to approach Patel Engineering College to recruit qualified personnel for various technical jobs in its newly opened branch in Surat.
Which source of recruitment from the following has been used by RP Infortech Ltd. in the above case?

(a) Direct recruitment (b) Placement agencies and management consultants (c) Campus recruitment (d) Recommendation of employees

41. _____ test is a mesure of an individual's potential for learning new skills.

(a) Personality (b) Aptitude (c) Intelligence (d) Interest

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