



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



Subject: Business Studies	Topic: NATURE AND SIGNIFICANCE OF MANAGEMENT	
Date of Issue: 20/03/2019	Resource Person: Joseph Martin Cherian	
Class and Division: XII C & D	Roll Number:	
Name of Student:		

Q.NO	QUESTIONS	MARKS
1.	Why is it said that management is all pervasive?	1
2.	Name the process of working with and through others to effectively achieve organizational objectives by efficiently using its resources in the changing environment.	1
3.	What is meant by levels of management?	1
4.	State two features of management.	1
5.	Define management. Explain the features that establish it as a social science.	1
6.	State any one characteristics of co-ordination.	1
7.	What function does a representative professional association perform?	1
8.	'Management is a Soft science' How?	1
9.	What is meant by "effectiveness in management"?	1
10.	Does the management contain all the features of Art?	1
11.	Why is "management called a group activity"?	1
12.	Name two features of profession which are not available in management	1
13.	What is meant by "efficiency in management"?	1
14.	How does co-ordination ensure unity of action?	1
15.	At which level of management the managers are responsible for the welfare and survival of organization.	1
16.	"Management is the process of getting things done." State the meaning of the term "process" used in this statement.	1
17.	The principal of "Shahana Public School", Shri. Mohammed Riham, set up the goal of 'Quality Education' for his school. For the realization of this goal he made several plans. His special focus was on the satisfaction of employees. At	1

	<p>the end of the year it was found that all his activities were done successfully in accordance with the plans made. It took no time for the people go know the news that the school had accomplished its goal of quality education. Everyone said that it was a miracle performed by the school management.</p> <p>Identify the special feature of management referred to in the above paragraph.</p>	
18.	To determine the policies is the function of which level of management?	1
19.	“Management has to see that tasks are completed and goals are achieved with the least amount of resources at a minimum cost”. Identify the two related concepts of management.	1
20.	<p>The managing Director of “Pretham Tea Limited” Mr. Parthiv decided that his company will serve the society through earning a reasonable profit. For the realization of this goal, he started the business of Tea. In order to attract the tea consumers of the whole country, he gave his advertisement on the T.V. The company had started capturing the market when a survey report was presented on the T.V. This report stated that the people had started liking coffee more than tea and that it was useful for health also. The company had to immediately change its business from that of tea to coffee. Mr. Parthiv saved the company from suffering the possible heavy loss through his timely control of the situation.</p> <p>Which special feature of management is indicated/ suggested through the above paragraph?</p>	1
21.	<p>Kiran Anand 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 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.</p> <p>a) Identify and explain the objectives of management discussed above.</p>	3
22.	Is management concerned only with doing the right task, completing activities and achieving goals without taking into consideration the cost benefit? Give	3

	reason in support of your answer.	
23.	Management of any organization strives to attain different objectives. Enumerate any three such objectives.	3
24.	<p>There are about 150 people working in the ‘Kavya Agencies.’ All these people belong to different castes, creeds, backgrounds and have different interests. In this company, there is a tradition of organizing competitions in different subjects. One of the subjects of competition was: ‘your expectations from the company’. The main excerpts of the views expressed by one of the competitors were the following.</p> <p>Firstly, I want that the salary given to me should be at least as much as it is given to the other people doing the similar work. Besides, I expect the other perks also.</p> <p>Secondly, I want that the environment prevailing in the company should be such as gives all of us peer recognition.</p> <p>Finally, I want that the company should make the opportunities for personal development available’.</p> <p>Identify the objective of management described in the above paragraph and explain it.</p>	4
25.	<p>Three groups of employees of ‘Aswathy Limited’ are working at different posts. The first group employees are responsible for the welfare and survival of the organization. In order to discharge its responsibility properly, this group continuously keeps a watch over the Business Environment. With a view to coping with the changes going on in the Business Environment, this group immediately discusses the change to be brought about in the company’s plans. The second groups of employees are responsible for maintaining quality and safety standards, and minimizing wastages. The responsibility of third group of employees is to explain the policies decided by the top management and developing the feeling of cooperation among all the departments of the company.</p> <p>a) Identify the concept of management described in the paragraphs given above.</p> <p>b) Identify the three types of the concept identified in ‘a’ by quoting the</p>	4

	relevant lines.	
26.	<p>Miss. Thane is a senior manager in “Jerin Jam Factory Pvt. Ltd”. She has got the administrative qualities of a good manager and all the qualities of a leader in her. She is running the whole business successfully. She divides her work among her workers on the basis of their respective Capabilities and interest. Not only does she handover the work to them, but also gives them the authority to take decisions. She pays all the attention to making them capable enough to participate in the realization of the objectives of business. In her company of several religions and castes are working. Even then she had succeeded in uniting them in a group. She knows that the success of her company depends up on the level of production. This is the reason that Miss. Thane is keeping a special watch over this department of hers. Actually, this is the department on the performance of which depends the survival of company in the market for a long time.</p> <p>Identify and explain the characteristics of management described in the paragraphs above by quoting the relevant lines.</p>	4
27.	<p>Three friends jointly set up “Godwin Limited”. Of the three, one was management expert Mr. Sharon, second an engineer Mr. Pradeesh, and third a businessman Mr.Mohammed Suhail. The company was established in a hilly area where large numbers of people were unemployed. Main objective of the company was to make popular a variety of apples that was grown using a new seed across the country. Mr. Adil Sharafudeen, the Managing Director of the company, took upon himself the responsibility of doing the job. He selected those areas where the company was to enter in the first instance. The entire business was divided into five departments, ie; Purchase, Marketing, Production, Finance and Personnel. Persons with requisite qualification were appointed in all departments. Special arrangements were made to keep a close watch on different of the company, so that there was no shortfall in quality. Company had entered five States. Of these, sale in four was as per expectation, but in one it was far less than desired. Its reason was enquired into. Thus the company achieved the desired success in the very first year.</p> <p>a) identify the functions of management on the basis of above</p>	4

	paragraph by quoting the lines.	
28.	<p>Mr. Thaha is working on the post of the Production Manager of ‘Hyder Pharmaceutical Limited’. There are about eighty people working in his department. He pays a special attention to effecting coordination in all the activities going on in his department. This is the secret of the success of his department also. Mr. Thaha meets his subordinates every day and solves their problems there and then. He guides his subordinates at the right moment. The subordinates also submit their performance report to him timely. The subordinates have a full right to give suggestions or complaints. Mr. Thaha rewards them also on the basis of their performance level. He has implemented a number of plans to motivate them. Often it is observed that subordinates do what their manager expects from them to do. All the decisions in the production department are taken only after consultation with the concerned employed. All the employees are very happy in the company.</p> <p>a) Identify the activity of management described in the paragraph given above.</p> <p>b) Write about the different features of activity identified in the point ‘a’.</p>	5
29.	<p>The Marketing Manager of ‘Surya Bulb Limited’ of Mr. Muhammed Gayas and his team fixed the target for all the 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 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 Dharmashala going on in the city at that time. The Marketing Manager, Mr. Gayas placed this demand of the customers before the Board of Directors. This was happily accepted.</p> <p>i) Identify the two functions of management described above by quoting the relevant lines.</p>	
30.	The General Manager of a company named Mr. Mutheyb , has divided all the	

	<p>employees of his company into three levels (Top Level, Middle Level and Operational Level). At the Top Level the General Manager and Board of Directors themselves work. The Middle Level is looked after by the four Departmental managers like the Production Manager, Purchase Manager, Sales Manager and Finance Manager.</p> <p>The Operational Level is constituted of supervisors of each of the four departments. The supervisors look after the daily activities of their subordinates. Often, is observed that the managers of all the levels remain busy sometimes with the planning of their respective departments and sometimes with the comparison of the desired and the actual results. Similarly, sometimes they are busy with Recruitment, Selections and Training of the employees and sometimes with their motivation.</p> <p>Mr. Mutheyb knows it very well that the job of management cannot be done by a single person alone, but when all join hands to work together the meaning of management is realized. This is why he makes all his efforts to effect coordination in the activities of all his employees. All the employees are working with the team spirit.</p> <p>In the above paragraph two special features of management have been described. Identify them by quoting the relevant lines and explain them.</p>	
31	<p>2018 – 2019 Board question from this chapter</p> <p>Explain any five characteristics of co – ordination.</p> <p style="text-align: center;">Or</p> <p>Explain any five points of importance of management.</p>	
