

SARALA BIRLA PUBLIC SCHOOL

Birla Knowledge City, Mahilong, Ranchi

Session - 2021-22

Assignment - II



Class: XII

Subject: Business Studies

1. Arush joins as a sales manager of a company dealing in naturotherapy products. Being proficient in his work, he knew that without good planning he will not be able to organize, control or perform any of the other managerial functions efficiently and effectively. Only on the basis of sales forecasting, he would assist in the preparation of the annual plans for its production and sales. Besides, he will have to prepare sales plans regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecasts, he undertakes intellectual thinking involving foresight, visualization and judgement rather than wishful thinking or guess work. Most importantly, all these planning activities will be meaningful only if they will coincide with the purpose for which the business is being carried out. By quoting lines identify any three features of planning highlighted in the above paragraph.
2. 'Indian Drugs and Pharmaceuticals Ltd.' is engaged in the manufacturing and distribution of medicines. The company has set up an objective of increasing its sales turnover by 20%. To achieve this objective, the company has decided to diversify into baby health products. Since the company has already taken few steps, it wants your help for the remaining steps to be taken in this process. Explain briefly these steps.
3. Two years ago, Mayank obtained a degree in food technology. For some time, he worked in a company manufacturing bread and biscuits. He was not happy in the company and decided to have his own bread and biscuits manufacturing units. For this, he decided the objectives and targets and formulated action plan to achieve the same. One of the objectives was to earn 50% profits on the amount invested in the first year. It was decided that raw materials like flour, sugar, salt, etc. will be purchased on two months credit. He also decided to follow the steps required for marketing the products through his own outlets. He appointed Harsh as a production manager who decided the exact manner in which the production activities are to be carried out. Harsh also prepared a statement showing the requirement of workers in the factory throughout the year. Mayank informed Harsh about his sales target for different products, area wise for the month coming quarter. While working on the production table a penalty of Rs.150 per day was announced for not wearing the helmet, gloves and apron by the workers. Quoting lines from the above para identify and explain any four types of plans discussed

4. 'Himalaya Ltd.' is engaged in manufacturing of washing machines. The target of the organisation is to manufacture 500 washing machines a day. There is an occupational specialisation in the organisation which promotes efficiency of employees. There is no duplication of efforts in such type of organisation structure. Identify and explain the type of organisation structure described above and state its advantages.
5. Sagar, a manager of Antariksh Ltd. feels overburdened with the routine work and is unable to concentrate on the main objectives and other important issues of the company.
- (a) Identify and explain the management concept that will help him in this regard.
- (b) Also, explain the related function of management.
6. Kartik is running a takeaway restaurant at a prime location in Mangalore famous city in the state of Karnataka. He follows very strict rules at the workplace and does not allow any of his employees to engage in any type of personal conversation during the working hours.
- (a) Name the type of organisation being discussed above.
- (b) State any two advantages of promoting this form of an organisation.
- (c) What are the likely consequences of the strict behaviour of Kartik towards his employees?

