

- a) Harmony
c) Cooperation
- b) Unity of command
d) Leadership
7. Factory owners or managers relied on personal judgment in attending to the problems they confronted in the course of managing their work. Which principle of Taylor is it referring to? [1]
- a) Cooperation
c) Rule of thumb
- b) Harmony not discord
d) Mental revolution
8. Which of the following is available in time with the help of the study of the environment? [1]
- a) Warning Signal
c) Material
- b) Foreign Aid
d) Government Help
9. **Assertion (A):** Constraints are the conditions that restrict business activities. [1]
Reason (R): Constraints are the same for all the firms.
- a) Both A and R are true and R is the correct explanation of A.
c) A is true but R is false.
- b) Both A and R are true but R is not the correct explanation of A.
d) A is false but R is true.
10. Mr. Sohan is the owner and manager of a grocery store. He attended a management seminar. The topic was on globalization and impact of technology on business. He was surprised to see how media and internet provide opportunities to expand business. He also felt there is a need to upgrade technology to expand business outside the city. Which business environment dimension is being referred here? [1]
- a) Political environment
c) Legal environment
- b) Technological environment
d) Social environment
11. Management is systematized body of knowledge that explains general truths". Explain. [3]
12. **Haryana Handloom Ltd.** manufactures bedsheets. Noticing its popularity in the market, the company decided to manufacture curtain cloth also. The decision was executed with immediate effect. But the company did not increase the manpower to the desired extent. The company wanted the existing staff to manage the work for some time, by working overtime. The result was that on the one hand, the new product of the company failed to keep its hold on the market and on the other hand, due to over-work efficiency of the employees declined. On several occasions, it was observed that a subordinate was getting instructions from two or more officers. Managers too had started giving simple and easy work to their known employees and complex and difficult work to other employees. The company was now ignoring rules completely. Quoting the lines, identify those three principles of management that have been ignored here. [3]

OR

As a result of the decision by Britain to exit to European Union the new trade agreements will come into force from the EU as it accounts for 35 - 40% of auto component exports from India. Tata Motors-owned Britain's largest carmaker Jaguar Land Rover (JLR) has been in Britain for three decades and makes 4,75,000 cars a year in the country of which most of them are exported inside the European Union and beyond. JLR estimates that their annual profit could be cut by one billion pounds (\$1.47 billion) by the year 2020.

In the context of the above case:

- a. Explain why are all the elements of the business environment considered to be closely interrelated?

b. Name any two related dimensions of the business environment.

13. Ashutosh Goenka was working in 'Axe 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 analysed the business environment to find out the reasons for this decline. [4]
- Identify the level of management at which Ashutosh Goenka was working.
 - State three other functions being performed by Ashutosh Goenka.

OR

Your grandfather has retired from an organisation in which he is responsible for overseeing the efforts of the workforce. At which level of management was he working? State one more function performed at this level.

14. Mention the feature of management principle in the following statement 'The principles of management are not rigid prescriptions, which have to be followed absolutely'. [4]
15. The Managing Director of 'CHD Construction Limited, Delhi' Mr Praveen Kaushik got the information from a Business Magazine that the Government was worried about Rural Development. With this aim in mind, the Government has announced to give several exemptions for setting up industrial units in the rural area. Mr Kaushik presented this matter in the meeting of the Board of Directors. In the meeting, his proposal to set up a project in a rural area was granted approval. The Chairperson of the Board said that through such a decision the company will get a lot of profit and the rural area employment. [4]

After a few days, Mr Kaushik read another news in the Business Magazine that the construction companies had been earning a lot of profit for the last many years and attracted by the profit in this business several Multi-national Companies were going to enter the market. Mr Kaushik, once again, presented this information before the meeting of the Board of Directors. In the meeting, it was decided that in order to face this situation they should concentrate on quality and advertisement. By doing so, on the one hand, they would be able to compete with full force and on the other hand, society will get better services.

Which points of the importance of Business Environment have been talked about in the paragraphs given above? Identify them by quoting the relevant lines.

16. Saurabh Jain set up a telecom business in Nasik, named as 'Ketone', with an ambitious target of reaching out to 90% of the Indian population within one year. He chose this business on the belief that the demand for data services will increase 4 times within the next 2 – 3 years. To fulfill such an ambitious target, he had to either acquire an existing telecom business or collaborate or go independent aggressively in the light of tough competition. [6]
- He assessed the proposals of different companies vis-a-vis earnings per share, tax liabilities, dividends paid, etc. and their future projections, knowing fully well that the projections may change if the country's economic policies get modified.
- The above paragraph discusses some of the steps of one of the functions of management. By quoting the lines from the above paragraph, explain these steps in chronological order.

OR

Real Alliance Ltd. is a well-known cement company in India. It is able to earn adequate revenues to cover costs. Its capital base, number of employees and production turnover has increased manifolds over the years. The rate of profitability of the business is also creditable. The employees of the company are happy and satisfied with their

remuneration, working conditions, promotion policy etc. As a part of its moral obligation, the company has taken many initiatives for providing employment to specially abled persons and promoting literacy in the villages adopted by it.

In context of the above case;

Identify and explain the various types of objectives of management being fulfilled by Real Alliance Ltd by quoting lines from the paragraph.

17. Ramesh had recently completed his graduation from a well-known institute in Kolkata. He was too much interested in Graphic Designing and Printing therefore he pursued a side course along with his graduation. Now, he set up a Printing Industry Ramesh Printers Ltd in a rural area where a printing facility was not available. Its main business was to print visiting cards and advertisement banners. One negative factor that is affecting this industry to some extent is that the preferences of customers are changing. They are shifting from Traditional Marketing to Digital Marketing as most of the businesses have become online. It has also been noticed that in Printing Industry only those companies are making huge profits that have adopted modern technology. Recently, the government has made such changes in tax policy that will have a positive impact on the Printing Industry. The Managing Director of Ramesh Printing Ltd. made a thorough study of the business environment and accordingly, he made necessary changes in the working of their business. Identify and explain the various dimensions of the business environment being referred to here. **[6]**