

CHOITHRAM SCHOOL MANIKBAGH INDORE

CLASS XI Session: 2016-17

SUBJECT- BUSINESS OPERATIONS AND ADMINISTRATION

ASSIGNMENT No. 4

Scheduled Date: 20/01/2017

Submission Date:24/01/2017

Q.no	Questions	Mark
Very Short Answer		
1.	Write short note on impact of technology in business.	1
2.	Differentiate between traditional business and e-business.	1
3	How to build trust among your subordinates?	1
Very Short Answer		
4	The Human Resources department is responsible for many people related issues in an organisation. Explain the functions of the HR department with example.	2
5	Explain the motivational theory propounded by Alderfer.	2
6	Are group dynamics beneficial? Justify your answer with example.	2
7	Explain the strategies a company should adopt during various stages of PLC.	2
Short Answer		
8	How IT revolution and cultural changes play a vital role in the development of service sector in India?	3
9	Assigning an identity to a product is branding. Explain the types of Brand Names with example.	3
10	“Understanding customers is the key to giving them good service. To give good customer care you must deliver what you promise. But great customer care involves getting to know your customers so well that you can anticipate their needs and exceed their expectations”. Explain the ways with examples to understand the customers.	3
Long answer		
11	Perform SWOT analysis on any one of the following organisation: i) Infosys ii) HUL iii) ITC	5
12	Perform PEST analysis on banking sector.	5