

**CHOITHRAM SCHOOL MANIKBAGH INDORE**  
**CLASS XII Session: 2017-18**

SUBJECT- Business studies  
Scheduled Date. 1.09.17

ASSIGNMENT No. III  
Submission Date. 7.09.17

Q.no	Questions	Mark
1.	Name the type of communication in which two departmental heads communicate with each other.	1
2.	State the element of directing which helps in implementing the principle of 'Scalar chain'?	1
3	One of the incentives is concerned with designing jobs that include greater variety of work content and require higher level of knowledge. Identify and discuss the incentives highlighted in the given statement.	1
	<b>Very Short Answer</b>	
4	Ram and Rahim are friends working in Moon Ltd. as Production and Sales Manager respectively. In an interdepartmental meeting Rahim informed Ram about a change in the marketing policy of the company. a) Identify the type of communication used in the above example? b) Name and explain any two networks of the type of communication identified in part (a)	2
5	“ An ideal control technique is one that checks every bit of performance “ Do you agree?	2
6	Gagan, a manager in a company, sets the targets for his subordinates without discussing it with them. He firmly tells them is the task is not completed within time strict action will be taken against the defaulter. Which form of leadership is he following? Explain one merit and demerit of such leadership?	2
7	State any two importance of controlling?	2
	<b>Short Answer</b>	
8	Identify the term highlighted in the following cases: a) It is the process by which people create and share information with one another in order to reach common understanding. b) This element of directing is concerned with keeping a watch on the working of the employees. c) These are the needs of becoming what one really wants to become.	3
9	Jack became a billionaire by brilliant management along with leading his company in a big way. Since 1999 when Jack founded Alibaba, he has stimulated and inspired employees ' think big ' and 'work for your dreams' . He did that himself and built Alibaba into the world's largest online business. He believed in hiring people with superior technical skills.  (a) Identify and state two functions of management highlighted above. (b) Discuss one importance of each of the function being identified in (a) above	3
10	Nilesh, a sales representative of 'Omega ltd. Has changes seven jobs in	3

	<p>the last one year. He is hard working person, but is not able to finalise deals with the customers due to his inadequate vocabulary and omission of needed words. Sometimes he uses wrong words because of which intended meaning is not conveyed. All this created a misunderstanding between him and his clients.</p> <p>A) Identify the communication barrier discussed above  B) State the category of this communication barrier.  C) Explain any other communication barrier of same category.</p>	
	<b>Long answer</b>	
11	<p>Ritu is appointed as a factory manager in a ball-pen manufacturing company. She was given a target of producing one lac gel pens per month. She knew that the ‘essence of management is to achieve desired results’but she does not know ‘ how to ensure that the work goes on according to plans. Guide her by explaining the process so that she is able to achieve the desired results.</p>	5
12	<p>Mr. Vimal Nath, a sales manager, achieved his sales targets one month in advance. His achievement was displayed on the notice board and a certificate for the best performance was awarded to him by the CEO of the Co.</p> <p>a) Name the type of incentive offered to the employees.  b) Explain any two other incentive of the same class.  c)What values can be generated among the workers by adopting this incentive?</p>	5