

.CHOITHRAM SCHOOL MANIKBAGH INDORE

CLASS XII

Session: 2017-18

SUBJECT- BUSINESS OPERATIONS AND ADMINISTRATION

ASSIGNMENT No. IV

Scheduled Date: 1/12/2017

Submission Date : 6/12/2017

Q.no	Questions	Mark
	Very Short Answer	
1.	Explain any two characteristics of management.	1
2.	“Planning is looking ahead and controlling is looking back.” comment.	1
3.	What do you understand by effective organizing ?	1
	Very Short Answer	
4.	Write a note on barriers to communication.	2
5.	Distinguish between leaders and managers.	2
6.	“Social responsibility is the obligation of managers to act in ways that benefit the interests of society as a whole.” Comment.	2
7.	How does information technology help in marketing the products of a business ? Explain in brief.	2
	Short Answer	
8.	Write the differences between recruitment and selection.	3
9.	With change in the consumption habits of people, Neelesh, who was running a sweet shop shifted to chocolate business. On the eve of Diwali he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got lot of orders online and earned huge profit by selling chocolates. Identify and explain the dimensions of business environment discussed in the above case.	3
10.	The workers of ‘Vyam Ltd.’, are unable to work on new & hi-tech machines imported by the company to fulfill the increased demand. Therefore, the workers are seeking extra guidance from the supervisor. The supervisor is over burdened with the frequent calls of the workers. Suggest how the supervisor, by increasing the skills & knowledge of workers, can make them handle their work independently? Also state any three benefits that the workers will derive by the decision of the supervisor.	3
	Long answer	
11.	A leading FMCG company manufacturing potato chips as its premium snack feels the need to steer ahead of its competitors. It asks for suggestions from its employess. The employees feel that the market for potato chips as a segment has become commoditised. They suggest that innovation in finger snacks was much more & it would also help the firm overcome the volatility & severe shortage of chips- grade potatoes in India. Besides change in prices of potato often lead to change in profit margins of	5

	<p>the firm. Keeping in mind the fact that consumers are health conscious the company executes the suggestions of its employees by introducing variant of finger snacks including multi grain, pulses & regional flavours under its 'Kingo' brand.</p> <p>(i) Which environment awareness is being identified by the company?</p> <p>(ii) Identify the dimension of business environment by quoting from above lines.</p> <p>(iii) Define the dimension so identified above.</p> <p>(iv) List any two values shown by the company.</p>	
12.	State any two advantages and two disadvantages of electronic commerce to a business organization.	5

CHOITHRAM SCHOOL, MANIK BAGH, INDORE