

BUSINESS STUDIES ASSIGNMENT

CHAPTER 1 NATURE AND SIGNIFICANCE OF MANAGEMENT

1. Define management.
2. State any two important characteristics of management.
3. Why is it said that management is a goal oriented process?
4. How is management a continuous process?
5. How is management multidimensional?
6. What is meant by 'management of work'?
7. What is meant by 'management of people'?
8. What is meant by 'management of operation'?
9. How is management a group activity?
10. How is management a unifying force?
11. 'In an organization, employees are satisfied and there is no chaos and effect of management is noticeable.' Which characteristic of management is highlighted by this statement?
12. Mention any two organizational objectives which management aims to achieve.
13. Why is it said that management is all pervasive.
14. What is meant by coordination?
15. "Coordination is not a separate function of management; it is the essence of management." Explain with the help of suitable example.
16. Name the process which involves designing and maintaining an organization in which individuals working together in groups efficiently accomplish selected aims.
17. Ramesh has produced 100 pieces of an item at a cost of Rs.14.50 each against the standard set for producing 100 units at a cost of Rs.15. Is he effective? Give reason.
18. Asian Consumer Product Limited has launched a new washing detergent powder at a much lower price as compared to its competitors because of its lower cost of production. However the company is not able to sell its powder in desired quantity. State whether the company is both efficient and effective.
19. "Management is a process which cannot be seen or touched but it can be inferred by the way an organization works." State the characteristics of management which is highlighted by this statement.
20. "Alpha limited changed its objective because of change in business environment." With which characteristics of management is this statement related?
21. "The management principles can be applied in all type of business activities." Which characteristic of management is highlighted in this statement?
22. "Management increases efficiency." How?
23. How does management create a dynamic organization?
24. 'Both science and management have systematized body of knowledge but this body of knowledge differs in terms of prescribing cause effect relationship. ' Point out the difference.
25. Mc Donald's keeps introducing new varieties of burgers. Which characteristic of management is highlighted in this?
26. Grandfather of Shyam retired as the director of a manufacturing company. At which level of management was he working? State any one function of this level of management.
27. Ramesh is working as a plant superintendent in a company. At which level of management is he working? State any one function of this level of management.
28. Mahesh is working as a Branch manager of an insurance company in New Delhi. At which level of management is he working? State any one function of this level of management.
29. "Coordination does not emerge automatically but a conscious effort is required for it." Which characteristic of coordination is highlighted in this statement?

- 30.** In order to be successful, an organization must change its goals according to the needs of environment. Which characteristics of management are highlighted in the statement?
- 31.** Name the process of designing and maintaining an environment in which individuals working together in groups efficiently accomplish selected aims.
- 32.** 'Is Management concerned only with doing the right task, completing activities and achieving goals without taking into consideration the cost benefit?' Give reason in support of your answer. Which aspect of management binds all functions of management?
- 33.** Tifco Ltd. Is using eco-friendly method of production. Identify the objective it is trying to achieve.
- 34.** Mr. Naman wants to do M.B.A before joining family business. What does this show about the nature of management?
- 35.** Sooraj works as a salesman in a company selling pet accessories and food. He has been given a target of selling 1200 units of the food packets in a month by offering a maximum of 10% discount to its customers. In order to meet his monthly sales target, on the last two days of the month, he offer 15% discount to his customers. In the context of the above case:
Is Sooraj effective in his work? Explain by giving a suitable reason in support of your answer.
- 36.** Sujata works as a designer in an export house. As per the terms of an order received by the export house she has to get 1000 units of denim jackets made in 15 days @ Rs. 2000 per jacket. She is able to complete her target production in 20 days because in order to complete the order in 15 days she would have made the workers work over time. As a result the cost of production per jacket may have increased by Rs. 100. In context of the above case.
Is Sujata efficient in her work? Explain by giving a suitable example in support of your answer.
- 37.** The authority responsibility relationship that binds individuals as superiors and subordinates in an organization, gives rise to what?
- 38.** Riya is the manager of the northern division of larger corporate house. At what level does she work in the organization? What are her basic functions?
- 39.** "Effectiveness and efficiency are two sides of a same coin." Explain.
- 40.** Justify how coordination is (a) a continuous process (b) a deliberate function.
- 41.** X limited is running business successfully. It uses environment friendly methods of production and is also providing employment opportunities to disadvantaged sections of society.
- 1.) Identify the objective of management which it wants to fulfill by doing such activities
2.) State any two other objectives that the management should fulfill
- 42.** "Art is concerned with personal application of knowledge." In the light of this statement, compare all the features of art with management and prove that it is an art.
- 43.** Success of every organization depends upon its management. Explain any five reasons to justify the above statements.
- 44.** Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all the organizations, after completing their masters in business management, both of them take up a job at managerial level in different organizations as per their individual interest areas of interest. Anju takes up a marketing job in a retail company and strives to increase the sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to especially abled persons. Both of them have to perform a series of continuous, composite but separate functions. On some days, Anju may spend more time in planning a future display layout and on the another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team

spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos.

In the context of the above case:

Identify the various features of management highlighted in the above paragraph by quoting the lines from it.

- 45.** Real alliance limited is a well known cement company in India. It is able to earn adequate revenues over costs. Its capital base, number of employees and production turnover has increased manifold 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 village adopted by it.

In the context of the above case:

- a)** Identify and explain the various types of objectives of management being fulfilled by Real alliance Ltd. By quoting the lines from the paragraph.
- 46.** Sonali is the manager of a large company manufacturing garments for kids. She plans her winter collection in the month of August itself. Then she ensures that there is adequate workforce. She continuously monitors whether production is proceeding according to plans. She asks the marketing department to prepare their promotional and advertising campaigns also.
- a)** Identify and explain the concept of management explained in the above para.
- b)** What characteristics feature does the above para highlight? State.
- 47.** Amit was working in AXE Ltd. 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 reason for this decline.
- a)** Identify the level at which Amit was working.
- b)** State three other functions being performed by Amit.
- 48.** Directors of Aman Ltd. assigned the task of implementing the plans and policies framed by the board to all the departmental heads. Departmental heads appointed supervisors, superintendents, executives etc. So that work can be assigned to the workers as per the plans. Supervisors kept a check on workers as per the plan.
- a)** Identify the feature of management highlighted in the above para.
- b)** Also explain four other features of management.
- 49.** Riya automobiles aim to produce and sell two lakh cars in 2018. To achieve this objective the production department strives for timely production and sales department takes all possible steps to sell them. Due to combined efforts of all departments, the company is able to achieve its targets. Which significance of management is highlighted in this given case, explain? And also explain three more points of significance.
- 50.** Aman, Ahmad and Ally are partners in a firm engaged in distribution of dairy products in Maharashtra state. Aman is holder of senior secondary school certificate from C.B.S.E. with business studies as of his elective subjects. Ahmad has done his post graduation in history and Ally in dairy farming. One day there was a serious discussion between Ahmad and Ally regarding the nature of management. Ahmad argued that management was a profession whereas Ally argued against it saying that legal and medical professions are only professions because they fulfill all the conditions of profession. Aman on basis of his knowledge of business studies explained the nature of management as a profession to Ahmad and Ally. Explain how Aman would have satisfied both Ahmad Ally.

51. Identify the level of management engaged in following activities:

- A)** Determine long term objectives.
- B)** Represent workers' grievances.
- C)** Drafting departmental policies.
- D)** Strategic decision making.
- E)** Coordination with other departments
- F)** Laying down broad guidelines.
- G)** Encourage initiative of employees.

52. Somesh is a professional manager and is a member of a body of professional managers bound by a code of ethics. But Somesh has violated the code of ethics by submitting false statements to a commercial bank for the purpose of taking a loan. Is his act justified?

53. Rajiv automobiles aims to produce and sell 1, 00,000 cars in 2018. To achieve this objective the production department strives for timely production and sales department takes all possible steps to sell them. Due to combined efforts of all the departments, the company is able to achieve its target. Which significance of management is highlighted in the given case?

54. Nishitha is the marketing manager of a company selling laptops. She plans the target sale of 2000 laptops per month. She allocates necessary resources to carry out the plan. She has six salesmen working under her. She works with them, guiding and motivating them to achieve the target sales. At the end of the month, after comparison of actual sales with the target sales she found that the actual sales exceeded the target sales. She rewards the efficient employee to motivate them.

a) How does Nishitha prove the importance of management? Explain?

55. A.R. Rehman is the first Indian to win Oscar award for his composition 'Jai Ho '. His composition of music is unique as he has used the singing notes in the manner that is entirely his own interpretation. Like A.R.

Rehman, Mr. Suman, general manager in Star Ltd. used his knowledge of management in unique manner. All the employees working under his guidance are happy and satisfied because of his good behaviour. He everyday rewards and appreciates his employees for coming office on time, performing their assigned tasks with best of their capabilities. Moreover, Mr. Suman treats his employees as fairly as possible. He does not discriminate his employee on the basis of sex, religion, caste, belief, etc.

a) Identify and explain the nature of management highlighted in the above case.

CHAPTER 2 (PRINCIPLES OF MANAGEMENT)

Mention the principle of management applicable in the following situation:

Also write F for Fayol's and t for Taylor's principle

| S. no. | Situation | Principle applicable | F or T |
|--------|---|----------------------|--------|
| 1 | It is necessary that adequate authority should be given to discharge the responsibility. | | |
| 2 | To determine the best method of performing each task. | | |
| 3 | This principle suggests that work should be assigned to a person for which he is best suited. | | |
| 4 | People in the organisation should be available on their allocated places. | | |
| 5 | Employees should be encouraged to develop and carry out their plans. | | |
| 6 | Manager must share the gains of the company with workers and the workers should work hard with loyalty. | | |
| 7 | This principle is based on mental revolution. | | |
| 8 | Employees will be confused if this principle is violated. | | |
| 9 | It requires judicious application of penalty. | | |
| 10 | If workers directly go to CEO, which principle is violated? | | |
| 11 | It minimizes employee's turnover. | | |
| 12 | Each group of activities having the same objective must have one head and one plan. | | |
| 13 | Management should try to give fair wages to the employees and employees should have the satisfaction of being rightly paid. | | |
| 14 | Scientific training and development of workers so as to achieve the highest level of efficiency. | | |
| 15 | While taking any decision, the general interest, i.e. the interest of the organisation as a whole should be preferred to individual interest. | | |
| 16 | Take order from immediate boss and give orders to immediate subordinate. | | |
| 17 | Unification of effort towards one direction. | | |
| 18 | Contradicts the functional foremanship technique. | | |
| 19 | Based on functional foremanship technique. | | |
| 20 | Meeting of commitment by both subordinate as well as superiors. | | |
| 21 | Match with the scientific management principle of harmony not discord. | | |
| 22 | Key decisions should be taken by the top management and routine decisions can be taken by managers working at middle and lower level. | | |
| 23 | This principle was used in the movie 'Chak De' | | |
| 24 | No preference to male or female person of specific religion for promotion. | | |
| 25 | Engaging in the behaviour prescribed by the organisation. | | |

ASSIGNMENT

CHAPTER 3:BUSINESS ENVIRONMENT

1. Business environment includes

- (a) Surroundings of business
- (b) Forces, factors, institutions which directly or indirectly effect business
- (c) Customers and employees
- (d) None of the above

2. The environment scanning helps to identify

- (a) Opportunities (b) Threats
- (c) Both (a) and (b) (d) None of these

3. Swachh Bharat Abhiyan started by BJP government is part of

- (a) legal environment (b) social environment
- (c) political environment (d) economic environment

4. The main aim of demonetization was to curb

5. All the forces of business environment are

6. After new economic policy firms shifted from selling concept to
concept.

7. Conditions prevailing in business environment have same effect on all the organization. True/False. Give reason.

8. Business environment include internal as well as external factors. True/False. Give reason.

CASE STUDIES

9. After winning the election prime minister Mr. Narendra Modi launched a campaign of 'Swachh Bharat' and invited various celebrities to be a part of this Abhiyaan. This spread awareness among the people in the society and in general, people started becoming more aware about the cleanliness around their area. To continue its impact a new service tax for Swachh Bharat was also started. The government is planning to import new and better technology to adopt new methods of treating the garbage and waste. Explain the various dimensions of business environment mentioned in the above para by quoting the lines from the above para.

10. Beni after completing her MBA took up a job with a multinational company named 'Fortio'. The company was paying good salary and perks to its employees. The wages were within the paying capacity of the company that provided the employees a reasonable standard of living. The company also had a good work- culture and the behaviour of the superiors was very good towards their subordinates. Beni was very happy in this organisation but due to long working hours she did not have time to cook her meals. She had to depend on outside food which was deteriorating her health.

She observed that this problem was faced by many of her colleagues not only in her company but also in many other companies. This was because of increase in number of working women and non availability of hygienic home cooked food. She identified this as a great opportunity

and decided to give up her job to supply packaged home cooked food to office goers at a reasonable price. At the end of the day she was also distributing the left over food in the nearby night shelters.

Identify and explain the dimension of business environment being discussed above.

11. The Government is considering a pioneer proposal to launch a single debit-cum credit card to increase the ease and usage for the consumers. The card which will be called the “National Mobility Card” will have unique advantages for making payments in metro, buses, parking and making transactions during visits abroad. After hearing this news, Mega Bank decided to launch a “Mega Mobility Card” on similar lines, so that they could be the first to exploit the opportunity, arising due to the increasing trend of digitization. In order to improve their performance, they laid down a plan to hire more people in their marketing department and prepared guidelines to train their sales force to market the new card facility being launched by the bank. By quoting the lines, identify and explain any two points of importance of understanding Business Environment discussed above.

12. Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time also monitors few health parameters like heart beat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India.

It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, there-by benefiting the customers.

(a) In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain these concepts.

(b) Also, explain briefly any three impacts of these concepts on Indian business and Industry.

13. Explain by giving any four reasons why understanding of business environment is important for managers.

14. Explain the various ways in which companies responded to changes in the business environment.

15. The Government of India has recently come up with an amendment to Section 6 of the Payment of Wages Act 1936, to allow employers of certain industries to make payment through various electronics modes of payments. The amendment will be applicable to all the public sector undertakings for wages disbursement using payment options. This is another milestone in the direction to further push to cashless economy.

Identify and explain any two dimensions of business environment which relate to the above mentioned case.

CHAPTER 4 PLANNING

Identify the type of plan applicable to the following situations:

1. _____ Of stock valuation.
2. No smoking in the premises _____.
3. Goods can only be sold on credit for a period not more than 30days _____.
4. Annual increase in sales by _____.
5. Pizza hut will not give franchise to any other company which is already running a restaurant _____.
6. Simplest of all the plans _____.
7. _____ Of promoting the employees on time bound basis rather than on merit basis.
8. Reduce the quality rejection rate to 0.02% _____.
9. _____ Of school to give admission to students securing more than 70% marks.
10. Increase in the production by 5% in two months _____.
11. _____ Of charging depreciation.
12. Launching a new product in the market _____.
13. The company should hold the No. 1 position in the market for all its brands otherwise quit that market
14. _____ For getting raw material and supplies from stores.
15. _____ tells stipulated sequence of a course of action for handling activities.
16. _____ Specifies what is to be done and what not to be done.
17. No credit sales allowed _____.
18. It leaves the concerned person with no discretion _____.
19. _____ represents end point of planning.
20. Environment is basis of formulation of _____.
21. Modernization of plant _____.
22. _____ are there to ensure discipline.
23. Offering 20% jobs to women _____.
24. An employee will be selected through a written test _____.
25. X Ltd. Decided to sell television sets through exchange of old T.V. sets _____.
26. An employee will retire at the age of 60 years _____.
27. Co. needs a detailed plan for its new project _____.
28. Earning 20% return on investment _____.
29. It is our _____ to deal with wholesalers only.
30. There is _____ for processing of order.
31. To advertise product on T.V. _____.
32. Firms may use different _____ for training employees which can be on the job or off the job.
33. There is a _____ for redressal of consumer grievances.
34. _____ Of development of new product.
35. _____ Of issuing securities.
36. It is a control device _____.
37. It is a single use plan _____.
38. It is a standing plan. (Can be repetitively used) _____.
39. For which there is a penalty for violation _____.
40. Derived from objectives _____ Derived from policies _____.
41. Leaves scope for manager's decision _____ Library will issue books for 7 days _____.
42. "Swachha Bharat Abhiyaan" started by the government of India is an example _____.
43. The plan linked with measurable performance and time bound results _____.
44. Plan with least flexibility _____.
45. The plan in which minute details are worked out _____.
46. A long range blue print of an organization's desired image, direction and destination _____.
47. The plan which is basis for interpreting the strategy _____.
48. The plan which defines the parameter within which a manager may function _____.

ASSIGNMENT

CHAPTER 5

ORGANISING

1. Rishu, Ashu and Ravi have decided to start a business of manufacturing toys. They identified the main activities which they have to perform. These are Purchase of raw material, purchase of machinery, production of toys, sale of toys identifying the areas where they can sell their toys, selection of employees. In order to facilitate the work they thought that four managers should be appointed to look after production, finance, marketing and personnel.
 - a) Identify the function of management involved in the above mentioned Para.
 - b) Quote the lines from the above Para which help you in identifying this function.
 - c) State the steps followed in the process of this function of management.
2. A truck manufacturing company has registered office in Delhi, manufacturing unit in Gurgaon and marketing department in Faridabad. The company manufactures different types of trucks. Which type of organizational structure should it adopt to achieve its targets? Give reasons. State any four advantages of this organizational structure.
3. Tanushree runs a factory wherein she manufactures shoes. The business has been doing well and she intends to expand by diversifying into leather bags as well as western formal wear thereby making her company a complete provider of corporate wear. This will enable her to market her business unit as the one shop for working women. Which type of structure would you recommend for the expanded organization and why? State any four advantages of this organization.
4. A company is manufacturing washing machines. There is a well defined system of jobs with a clear and definite authority and responsibility and accountability in the company. But people are not allowed to interact beyond their officially defined roles. As a result the company is not able to adapt to the changing business environment. The workforce is also not motivated due to lack of social interaction. The company is facing problems of procedural delays and inadequate recognition to creative talents.
 - a) Suggest how the organization can overcome the problems faced by it.
 - b) Give any two benefits it derived from your suggestion.
5. Shan spices limited are the manufacturers of different food specific spices like Rajmaa masala, Cholley masala, Aaloo parantha masala etc. Mr.Raghav the owner of the company has created different departments for purchase, production, marketing, finance and human resource. There are thirty employees working in the organization. Planning is of paramount importance to the company as Mr. Raghav believes that effective planning leads to achievement of organizational objectives. So in order to make employees focus on objectives he issued instructions that during working hours only official matters will be discussed. He made certain rules and code of conduct for the employees to follow according to which employees are not allowed to visit and talk to the employees of other departments except for official work. He emphasized on work performance which resulted in smooth functioning of the organization.
 - a) Identify and state the type of organization mentioned in the above Para.
 - b) State any one feature of the concept identified in part a as mentioned in the above Para.
 - c) What is the purpose behind the formulation of rules for the employees that restricted their personal communication with the employees of the other departments?
6. Samir gupta started a telecommunication company 'Donira Ltd.' to manufacture economical mobile phones for the Indian rural market with 15 employees. The company did very well in its initial years. As the product was good and marketed well, the demand of its products went up. To increase production the company

decided to recruit additional employees. Samir gupta who was earlier taking all the decisions for the company had to selectively disperse the authority. He believed that subordinates are competent, capable and resourceful and can assume responsibility for effective implementation of their decisions. This paid off and the company was not only able to increase its production but also expanded its product range.

a) Identify the concept used by Samir Gupta through which he was able to steer his company to greatest heights. Also explain any three points of importance of this concept.

7. Aman Chadha started 'Bulls eyes' a company for providing cyber security solutions to businesses. Its objective is to prevent, detect and respond to cyber attacks and protect critical data. He was a hardworking software engineer and an expert in cyber security. His reputation grew by leaps and bounds as he was not only a person of integrity but also did his work with utmost honesty and sincerity. The business started growing day by day. He was delighted when he was offered a big project by Ministry of Defense. While working on the project, he found that the volume of work made it impractical for him to handle all the works by himself. He decided to expand the team. The company maintained a close liaison with a local engineering college. During a campus placement, Ishan and Vrinda were appointed to work for the new project.

He found that the new employees capable, enthusiastic and trustworthy. Aman Chadha was thus, able to focus on objectives and with the help of Ishan and Vrinda the project was completed on time. Not only this Aman Chadha was also able to extend his area of operations. On the other hand, Ishan and Vrinda also got opportunities to develop and exercise initiative.

a) Identify and briefly explain the concept used by Aman Chadha in the above case which helped him in focusing on objectives.

b) Also state four points of the importance of the concept identified in part a above.

8. Akash is an overburdened manager. Can he take help from his subordinates? How?

9. "Delegation does not mean abdication." What does it imply?

10. What is the source of origin of responsibility?

11. It helps the manger to extend his area of operations as without it his activities would be restricted to only what he himself can do. Identify the activities referred to in the above statement.

12. XYZ Ltd. has to develop organizational plans for upcoming year in such a manner that weaker section of the society can be given job opportunities and society can be provided with pollution free environment. For this purpose it has hired a leading consultancy firm. (ABC Ltd.) ABC Ltd. has delegated the authority even to the lower levels of management so that an initiative can be developed among employees and growth can be facilitated. Identify the concept of organizing being discussed above.

13. The production manager of Geeta Ltd. Enhances the production target from 500 units to 700 units per month but the authority to draw raw materials was not given to him. The workers could not achieve the revised production target. Who is responsible and which principle was violated?

14. Name the type of organization in which standard of behaviour is evolved by mutual consent among the members.

15. Name the function of management which coordinates the physical, financial and human resources and establishes productive relations among them for achievement of specific goals.

16. "An organization is manufacturing medicines, cosmetics textiles and soaps". What kind of organizational structure is suitable for this organization and why?

ASSIGNMENT

CHAPTER 6

STAFFING

1. Alpha limited is a company manufacturing water geysers. The company has a functional structure with four main functions- Production, marketing, Finance and Human resource. As the demand for the product grew, the company decided to hire more employees. Identify the concept which will help the human resource manager in deciding the actual number of persons required in each department.
2. Bhagwati enterprise is a company engaged in the marketing of air conditioner of a famous brand. The company has functional structure with the four main functions- purchase, sales, finance and staffing. As the demand for the product grew the company decided to recruit more employees. Identify the concept which will help the human resource manager to find out the number and type of personnel available so that he could decide and recruit the required number of persons for departments.
3. Mr. Murthy is the Human Resource Manager in Jai Hind Hospital in Vellore. He has to appoint nurses for the hospital. Since patient in the hospital are of different types, he wants to find out the candidate having maturity and emotions in dealing with the patients. He also wants to know about candidate's ability to make decisions. Explain two types of tests that Mr. Murthy can use to meet his requirements.
4. The IT major GIRPA is terminating the employment of its senior manager, if after evaluating their performance against pre determined standards it is found lacking. With this disruption analysts say a large portion of the employees may become irrelevant unless they learn new skills and apply the knowledge to work on emerging technologies. GIRPA is ready to facilitate employee learning through its in house centers.
 - a) Name the function of the management performed by GIRPA to maintain a satisfactory workforce.
 - b) Identify and explain the two steps in the process of the function of management discussed above.
 - c) Also state any two steps of the function of management discussed that the firm had to perform before performing the above steps.
5. Zenith limited is a highly reputed company and many people wanted to join this company. The employees of this organization are very happy and they discussed how they came in contact with this organization. Aman said that he was introduced by the present sales manager, Mr. John. Benu said that he had applied through the newspaper and was appointed as H.R. Manager. Vaibhav said that he was neither related to any of the employees of the organization nor there was any advertisement in the newspaper even then he was directly called from IIM Ahmadabad from where he was about to complete his MBA.
 - a) The above discussion is indicating an important function of management. Name the function of management.
 - b) The management function identified in part a follows a particular process. Explain the step of this process which is being discussed in the above Para.
 - c) Identify the source of recruitment by quoting the lines from the above Para.
6. Blue heaven limited purchased a new hi-tech machine from Germany for manufacturing high quality auto components in a cost effective manner. But during the production process, the manager observed that the quality of production was not as per standard. On investigation it was found that there was lack of knowledge amongst the employees of using hi tech machines. So, frequent visit of engineers was required from Germany. This resulted in high overhead charges. Suggest what can be done to develop the skills and abilities of employees for producing high quality products by using these hi- tech machines. Also state how the employees or the organization will get benefit from your suggestion.
7. The workers of the factory remain idle because of lack of knowledge of hi- tech machines. Frequent visit of engineer is made which causes high overhead charges. Suggest the method of training that should be given to the employees. Explain.
8. "Some learning opportunities are designed and delivered to improve skills and abilities of employees whereas some others are designed to help in the growth of individuals in all respects." Identify the two concepts explained above .
9. Akanksha, Nikita and Parishima are the owners of a handicraft unit in the urban area of Dibrugarh Assam, which is involved in the manufacturing and marketing of Sital Pati traditional mats and Jappi (traditional headgear). They decided

to shift this manufacturing unit to a rural area with an objective of reducing cost and providing job opportunities to the locals. They followed the functional structure in this organization with a view to increasing managerial and operational efficiency. They assessed and analyzed the type and number of employees required keeping in mind that they had to encourage the women and the people with special needs belonging to the rural area. State the next three steps that they will have to undertake for obtaining a satisfied workforce for their handicraft unit.

10. Ashish the marketing head, Raman the assistant manager and Jyoti the Human resource manager of 'Senor enterprise ltd.' Decided to leave the company. The chief executive officer of the company called Jyoti the human resource manager and requested her to fill up the vacancy before leaving the organization. Informing that her subordinate Miss Alka Pandit was very competent and trustworthy, jyoti suggested that if she could be moved up in the hierarchy she would do the needful. The chief executive officer agreed for the same. Miss Alka Pandit contacted 'Keith recruiters' who advertised for the post of marketing head for 'Senor Enterprise limited'. They were able to recruit a suitable candidate for the company.

Raman's vacancy was filled up by screening the database of unsolicited applications lying in the office.

a) Name the internal or external sources of recruitment used by 'senor enterprises limited' to fill up the above stated vacancies.

b) Also state any one merit of each of the above identified source of recruitment.

11. Resolution pvt. Ltd. Is a publishing company. Its books on Business Studies are in great demand. As a result the employees in the marketing department are always racing against the time and the employees have to work overtime and on holidays to cater to the demand. Managers in the marketing department are under stress as they have to handle more than one territory. The work stress has led to dissatisfaction among the employees and managers.

a) Name and explain the step of staffing process which has not been performed properly.

b) State the next two stages immediately following the steps identified in part a.

12. Sahil the director of garments company is planning to manufacture bags for the utilization of the waste material of one of his garments unit. He decided that his manufacturing unit will be set up in rural area of Orissa where people have less job opportunities and labour is available at very low rate. He also thought of giving equal opportunities to men and women. For this he selected S. Chatterji and Indrajeet kaur and sarabjeet as heads of sales, accounts, and purchase and production department.

a) Identify and state the next two steps Sahil has to follow in the staffing process after selecting the above heads.

13. Name the method of training suitable for plumbers, electricians and iron workers.

14. Which source of recruitment is needed to bring new blood into the market?

15. Name the type of selection tests that are good indices of a person's future success score.

16. "Recruitment is one of the specialized activity performed by the human resource management. Mention any two other specialized activities of human resource management."

17. "Our assets walk out of the door each evening, we have to make sure that they come back the next morning." This statement relates to which function of management. Explain the importance of this function.

18. Define job analysis.

19. Define job specification.

20. Name the method of training in each of the following:

a) A newly appointed employee is acquainted within the organization.

b) Trainee learns under the guidance of a master worker.

ASSIGNMENT

CHAPTER 7

DIRECTING

- Identify and state the elements of directing mentioned below:
 - Mr. Parmod Aggarwal, a manager explains a worker about operations to be carried out by him on a hi-tech machine.
 - M. Rajinder Tyagi a mining engineer explains about the safety precautions to be followed while working in a coal mine.
 - Mr. Anil Sarraf a managing director declares share in the profits to the managers for their contribution to enhance profits of the company.
 - Mr. Rajiv Arora a manager inspires his employees by playing a lead role in performing a work.
- 'Alfa Ltd.' was dealing in renewable energy. To get the business the team leader and his team used to travel to different states to give presentation to their clients. As per the policy of the company the leader used to travel by air whereas his team travelled by road/train. It was not only time consuming but also at times forced female team members to travel alone.

As a result, the subordinates were not acting in a desired manner to achieve organizational goals. The CEO came to know about it. He called the team leader, discussed the matter with him and decided to change the travel policy of the company. It was decided that all the members including the leader would travel together in future and would usefully utilize the travelling time in discussion with the subordinates about presentation to be given to the clients. This made a positive impact and every member of the team started acting in a manner as desired by the team leader.

State the features of the element of the function of management used by the CEO.
- M/S Beta Limited deals in consumer goods. It employs 100 workers and 10 operative managers who give guidance and support to the workers while operating the machinery. The company has a policy of granting leave as per the requirement of the workers. Workers are generally granted leave on festivals and special occasions. Recently on Puja festival, it received a big order. Workers are keen to take Puja holidays while management is pressing hard for overtime. This matter was placed before the Personnel Manager who called the meeting of operative managers and workers to inform them about the changes in the incentive plan which states payment of double wages for working overtime and triple wages for working on holidays. Workers without any pressure voluntarily took limited holidays were able to increase their earning by working overtime and on holidays. During Board of Directors meeting Personnel Manager was asked to update the management for achieving higher output, meeting timely supplies without any confrontation with the workers. Personnel manager replied, "I just used a carrot with no stick approach." By quoting the lines from above paragraph state any two elements of directing.
- Rahim was working in an enterprise on Daily wages basis. It was difficult for him to fulfill the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses on her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.

By quoting the lines from the above para identify the needs of Rahim that are satisfied by the offer of cycle company. Also, explain two other needs of Rahim followed by above that are still to be satisfied.
- Pramod was a superior at a 'Annapurna Aata Factory.' The factory was producing 500 quintals of aata every day. His job was to make sure that the work goes on smoothly and there was no interruption in production. He was a good leader who give orders only after consulting his subordinates and work out the policies with the acceptance of the group. Identify and describe the leadership style being adopted by Pramod.
- Sadaf is the Chief Executive Officer of a reputed company. She introduced appropriate skill development programme and a sound promotion policy for the employees of her company. To motivate and retain the best talent in the company she designed the job of the manager to include great variety of work content. Identify and explain the two incentives introduced by Sadaf to motivate the employees of her company.
- Neeraj a sales representative of 'Omida limited' has changed seven jobs in the last one year. He is a 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 mis understanding between him and his clients.

Identify the communication barrier discussed above. And State the category of this communication barrier. Explain any other communication barrier of the same category.
- To create a desire among employees to perform to the best of their ability is an important element of directing. Name it.
- Why is it said that directing takes place where ever superior subordinate relationship exists?

10. Dhruv was working as a supervisor with 'Neer purifiers limited' which was producing water purifiers. The target of the company was to produce 200 water purifiers every day. His job was to make sure that work goes on smoothly and there was no interruption in production. To achieve this he always gives orders and rewards that they obeyed. He believes that reward and punishment both can be given depending upon the performance. Identify the leadership style being adopted by Dhruv.
11. Sarthak is working in a company on a permanent basis. As per the job agreement he had to work for 8 hours a day and was free to work overtime. Sarthak worked overtime, due to which he fell ill and had to take leave from his work. No one showed concern and enquired about his health. Identify the needs of Sarthak which he is able to fulfil.
12. Name the type of communication in which persons communicate with each other through official channels.
13. In M/S Paramount Pvt. Ltd. There is no restriction on flow of communication and each and every employee is free to approach any one for minor queries and problems. Although this flow of communication is fast but it has led to leakage of confidential information. Which network of formal communication is used by the company?
14. "KPM Ltd" is manufacturing breads and biscuits for many years. It has approximately 150 employees and most of them are not happy with the working environment. Because of this the company appoints a new human resource manager, Naveen, to analyse the situation. Naveen finds that there is no free flow of communication and there is no suggestion box for the employees to voice their suggestions or grievances. The company rarely organises a social or cultural gathering. The employees just come, finish the work and leave the organisation. Identify the communication barrier discussed above and the category of this communication barrier.
15. You are working at the middle level of management. Your superior or top management personnel sent a message for you which you receive and well understood. Is the communication process complete?
16. Amit and Mikki are working in the same organization but in different departments. One day at lunch Mikki informed Amit that due to computerization some people are going to be retrenched from the organization. Name which type of communication is this. State any two limitations of this type of communication.
17. In an organization all the employees take things easy and are free to approach anyone for minor queries and problems. It has resulted in loss of secrecy and confidential information being leaked out. What system do you think the manager should adopt to improve communication.
18. Mr. Sandeep is the marketing manager of a company manufacturing designer clothes. One day in the morning while leaving home he had a quarrel with a person in his neighborhood on some issue. That person is a criminal who could abuse his family members. Mr. Sandeep on that day is very worried and angry too on the behaviour of the neighborhood person. On that day, a meeting was held by a team of marketing and design experts to ensure that whatever is produced is according to market demand and tastes and fashion of the customers. But Mr. Sandeep could not pay attention to the discussion between them.
 - a) Identify the type of barriers to communication mentioned in the above Para. Justify your answer.
 - b) Explain any two such barriers to communication.
19. A behavior study was done on a total of 100 employees of an organization. Group A (of 50 employees) were appreciated by the manager for their work and initiative for new ideas. All these employees were given the option of flexible working hours and were paid wages at a higher piece rate. On the other hand Group B (of remaining 50 employees) was criticized for their poor performance. Their increments were stopped and they were paid wages at a lower piece rate.
 - a) Identify and explain the feature of motivation highlighted in the above case.
 - b) What type of leadership is followed by the manager? Justify your answer.
20. Ms. Snigdha, production manager and Mr. Sarthak, marketing manager of an electronics company are not on talking terms with each other. Because of that they do not transfer complete information to each other.
 - a) Identify the element of directing which becomes inefficient due to the behavior of the employees.
 - b) Also explain the factors that led to their such behavior.
21. Mrs. Rajlakshmi is working as the Human Resource Consultant in a firm manufacturing cosmetics, which is facing a problem of high employee turnover. The CEO of the company has invited suggestions from her for retaining the talented employees and reducing the employees' turnover. Mrs. Rajlakshmi recommends that the good employees be rewarded in a way that it creates a feeling of ownership among the employees at the same time makes them contribute towards the growth of the organization.
 - a) Identify the incentives and explain the type which has been suggested by Mrs. Rajlakshmi to the CEO of the company.
 - b) Also explain two other incentives of the same type.

ASSIGNMENT

CHAPTER 9

FINANCIAL MANAGEMENT

1. Somnath Limited is engaged in the business of export of garments. In the past the performance of the company had been upto the expectations. In line with the latest technology the company decided to upgrade its machinery. For this the finance manger Dalmia estimated the amount of funds required and timings. This will help the company in linking the investments and the financial decisions on a continuous basis. Dalmia therefore began with the preparation of a sales forecast for the next four years. He also collected the relevant data about the profit estimates in the coming years. By doing this he wanted to be sure about the availability of funds from the internal sources of the business. For the remaining funds he is trying to find out alternative sources from outside. Identify the financial concept discussed in the above para. Also state the objectives to be achieved by the use of financial concept, so identified.
2. Sudha is an enterprising business woman who has been running a poultry farm for the past ten years. She has saved Rs. 4, 00,000 from her business. Her family members gave her different suggestions like buying new machine to replace the existing one, acquiring altogether new equipments with latest technology opening a new branch of the poultry farm in another city and so on. Since these decisions are crucial for her business, involve a huge amount of money and are irreversible except at a huge cost, Sudha wants to analyse all aspects of decisions, before taking any final decisions.
 - a) Identify and explain the financial decisions to be taken by Sudha.
 - b) Also explain briefly the factors that will affect this decision.
3. Shalini after acquiring a degree in Hotel Management and Business Administration took over her family food processing company of manufacturing pickles, jams and squashes. The business was established by her great grandmother and was doing very well. However the fixed operating cost of the business was high and the cash flow position was weak. She wanted to undertake modernization of existing business to introduce the latest manufacturing processes and diversify into the market of chocolates and candies. She was very enthusiastic and approached a financial consultant, who told her that approximately Rs. 50 lakh would be required for undertaking the modernization and expansion programme. He also informed her that the stock market was going through a bullish phase.
 - a) Keeping the above considerations in mind, name the source of finance Shalini should not choose for financing the modernization and expansion of her food processing business. Give one reason in support of your answer.
 - b) Explain any two other factors apart from those stated in the above situation which Shalini should keep in the above situation which Shalini should keep in mind while taking this decision.
4. Sarah Ltd. is a company manufacturing cotton yarn. It has been consistently earning good profits for many years. This year too it has been able to generate enough profits. There is availability of enough cash in the company and good prospects for growth in future. It is a well managed organisation and believes in quality, equal employment opportunities and good remuneration practices. It has taken a loan of Rs. 40 lakhs from IDBI and is bound by certain restrictions on the payment of dividend according to the terms of loan agreements. The discussion about the company leads to various factors which decides how much the profit should be retained and how much has to be distributed by the company. Quoting the lines from the above discussion identify and explain any four such factors.
 - a) 'A business that does not grows dies', says Mr. Shah, the owner of Shah Marbles Ltd. with glorious 36 months of its grand success having a capital base of Rs. 80 crores. Within a short span of time the company could generate cash flow which not only covered fixed cash payment obligations but also create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marbles Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of Rs. 120 crores. To seek advice in this matter he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from the financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. He also appraised him that issue of debt will not dilute the control of equity shareholders. At the same time the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr.

Seth, Mr. Shah decided to raise funds from financial institutions. Identify and explain the concept of financial managements advised by Mr. Shah in the above situation.

- b) State the four factors affecting the concept as identified in part a above which has been discussed between Mr. Shah and Mr. Seth.
5. Pinnacle Ltd. deals in the sale of stationery and office furniture. They source the finished products from reputed brands who give them four to six months credit. Seeing the demand for electronic items they are also planning to market these items by opening outlets throughout India. For this they have decided to join hands with a Japanese electronic goods manufacturer. Identify and state any two factors that would affect the fixed capital requirements of Pinnacle Ltd. as discussed above.
 6. 'Indian Logistics' has its own warehousing arrangements at key locations across the country. Its warehousing services help business firms to reduce their overheads increases efficiency and cut down distribution time. State with reason whether the working capital requirements of 'Indian Logistics' will be high or low.
 7. Explain whether the following manufacturing concerns require large or small working capital: a) bread b) sugar c) coolers d) furniture manufacturing against orders, e) motor car and scooters f) clothes g) industrial chemicals.
 8. Cost of debt is less than cost of equity. Still a company cannot go with entire debt. Why?
 9. Amar is doing his transport business in Delhi. His buses are generally used for the tourists going to Jaipur and Agra. Identify the working capital requirements of Amar giving reasons in support of your answer. Further Amar wants to expand and diversify his transport business. Enumerate any four factors that will affect his fixed capital requirements.
 10. The directors of a company manufacturing company are thinking of issuing Rs. 20 crores worth additional debentures for expansion of their production capacity. This will lead to an increase in debt equity ratio from 2:1 to 3:1. What are the risks involved in it? What factors other than risk do you think the directors should keep in view before taking the decisions? Name any four factors.
 11. Tata International Ltd. earned a profit of Rs. 50 crores. Ankit the finance manager of Tata International Ltd. wants to decide how to appropriate these profits. Identify the decisions that Ankit will have to take and also discuss any five factors which help him in taking this decision.
 12. Radhika and Vani who are young fashion designers left their job with a famous fashion designer chain to set up a company Fashionate Pvt. Ltd. they decided to run a boutique during the day and coaching classes for entrance examination of National Institute of Fashion Designing in the evening. For the coaching centre they hired the first floor of a nearby building. Their major expense was money spent on photocopying of notes of their students. They thought of buying a photocopier knowing fully that their scale of operations was not sufficient to make full use of photocopier. In the basement of building of 'Fashionate Pvt. Ltd.' Parveen and Ramesh were carrying on a printing and stationery business in the names of 'Neo Prints Pvt. Ltd.' Radhika approached Parveen with his proposal to buy a photocopier jointly which could be used by both of them making without making separate investment Parveen agreed to this. Identify the factors affecting fixed capital requirements of 'Fashionate Pvt. Ltd.'
 13. Aaroham Ltd. an automobile manufacturer was diversifying into manufacturing two wheelers. They knew that India is on a growth path and a new breed of consumer is eager for a first vehicle. The market responded very well to the new product. The company did not have to allow credit, as it had advance orders from four to six months with deposits paid. Also, due to efficiency in managing their operations as soon as a vehicle was off the assembly line it was out to dealers. Give any one reason discussed above which helped the firm in managing its working capital efficiently.
 14. Shyam wanted to start a business of selling handicrafts by getting in touch with the craftsmen in the rural areas of Bengal. He wants to make a low investment in fixed capital. Advise him in taking suitable decisions regarding the nature of business, scale of operations, and financial alternatives (in a developed financial market) that he needs to take for the purpose.

ASSIGNMENT

CHAPTER 10

FINANCIAL MARKETS

1. Saqib limited is a large credit worthy company operating in Kashmir Valley. It is an export oriented unit, dealing in exclusive embroidered shawls. The floods in the valley have created many problems for the company. Many craft men and workers have been dislocated and raw materials have been destroyed. The firm is therefore unable to get an uninterrupted supply of raw material and duration of the production cycle has also increased. To add to the problems of the organisation, the suppliers of raw material who were earlier selling on credit are asking the company for advance payment or cash payment on delivery. The company is facing a liquidity crisis. The CEO of the company feel that taking a loan is the only option with the company to meet its short term shortage of cash.
As finance manager of the company name and explain the alternatives to the bank borrowing that the company can use to resolve the crisis.
2. Meca Ltd. a reputed automobile manufacturer needs Rupees ten crores as additional capital to expand its business. Atul Jalan the CEO of the company wanted to raise funds through equity. On the other hand the finance manger, Nimi Sahdev said that a public issue may be expensive on account of various mandatory and non mandatory expenses. Therefore it was decided to allot the securities to institutional investors. Name the method through which the company decided to raise additional capital.
3. Mr. Sanjay Mehra was the chairman of "Taran Bank". The bank was earning good profits. Shareholders were happy as the bank was paying regular dividends. The market price of the shares was also steadily rising. The bank was about to announce taking over of 'Vena bank'. Mr. Sanjay Mehra knew that the share price of "Taran Bank" would rise on this announcement. Being a part of the bank he was not allowed to buy the shares of the bank. He called one of his rich friend Sudhir shares was now Rs. 7 crores. He earned a profit of Rs. 2 crores. He gave Rs. 1 crores to Mr. Sanjay Mehra and kept Rs. 1 crore with himself. On regular inspection and by conducting enquiries of the brokers involved, Securities and Exchange Board of India was able to detect this irregularity. The SEBI imposed a heavy penalty on Mr. Sanjay Mehra. By quoting the lines from the above para identify and state any two functions that were performed by SEBI in the above case.
4. The directors of a company want to modernize its plant and machinery by making a public issue of shares. They wish to approach the stock exchange while the finance manager prefers to approach a consultant for the new public issue of shares. Advise the directors whether to approach the stock exchange or a consultant for new public issue of shares and why. Also advise them about different methods which the company may adopt for new public issue of shares.
5. Reshu's father has gifted her shares of a large cement company, with which he had been working. The securities were in physical form. She already has a bank account and does not possess any other forms of securities. She wished to sell the shares and approached a registered broker for the purpose. Mention one mandatory detail which she will have to provide with the broker.
6. 'Ganesh Steel Ltd.' is large and credit worthy company manufacturing steel for the Indian market. It now wants to cater to the Asian market and decides to invest in a new hi tech machines. Since the investments in large it requires long term finance. It decides to raise funds by issuing equity shares. The issue of equity shares involves huge flotation cost. To meet the expense of flotation cost the company decides to tap the money market.
 - a) Name and explain the money market instrument the company can use for the above purpose.
 - b) What is the duration for which the company can get funds through this instrument?
 - c) State any other purpose for which this instrument can be used.
7. "Unicorn Securities Pvt. Ltd." was established to deal in securities. It was registered as a stock broker with national Stock Exchange and Bombay Stock Exchange to trade in Securities listed at these exchanges. It is also a depository participant with CDSL and NSDL. In the first three years, it developed its business successfully. After that the composition of Board of directors changed. Some customers complained to customer care centre of the company that shares purchased of them and for which the payment has been duly made were not transferred to their D' mat account by unicorn securities Pvt. Ltd. the executive of customer care centre promised the aggrieved customers that their shares

will be transferred to their respective D amt accounts very soon. But the company delayed the matter and didn't transfer the shares of the customers to their D mat Accounts. This eroded investor's confidence and multiplied their grievances.

- a) Identify the step of trading procedure in a stock exchange which has been followed by Unicorn Securities Pvt Ltd.
8. Supriya's grandmother who was unwell, called her and gave her a gift packet. Supriya opened the packet and saw many crumpled share certificates inside. Her grandmother told her that they had been left behind by her late grandmother. As no trading is now done in physical form, Supriya wants to know the process by adopting which she is in a process to deal with these certificates.
 - a) Identify and state the process.
 - b) Also give two reasons to Supriya why dealing with shares in physical form had been stopped
9. Reshu's father has gifted her shares of a large cement company, with which he had been working. The securities were in physical form. She already has a bank account and does not possess any other forms of securities. She wished to sell the shares and approached a registered broker for the purpose. Mention one mandatory detail which she will have to provide with the broker.
10. ABC Ltd. Issued prospectus for subscription of its shares for Rs. 500 crores in 2008. The issue was oversubscribed by 20 times. The company issued shares to all the applicants on pro rata basis. Later SEBI inspected the prospectus and found some misleading statements about the management of the company in it. SEBI imposed a penalty of Rs. 5 crores and banned its three executive directors for dealing in securities market for three years.

Identify the function and the type performed by SEBI in the above case.

 - a) 'Unicorn Securities Private Limited' was established to deal in securities. It was registered as a stock broker with National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) to trade in securities listed at these exchanges. It is also a depository participant with CDSL and NSDL. In the first three years, it developed its business successfully. After that the composition of the Board of Directors changed. Some customers complained to the customer care centre of the company that shares purchased by them and for which he payment has been duly made, were not transferred to their D'mat accounts by 'Unicon Securities Pvt. Ltd.' The executive of customer care centre promised the aggrieved customers that their shares will be transferred to their respective D'mat account very soon. But the company delayed the matter and didn't transfer the shares of the customers to their D'mat accounts. This eroded investor's confidence and multiplied their grievances. Identify the step of trading procedure in a stock exchange which has not been followed by 'Unicon Securities Pvt. Ltd.' Name the apex security body of capital market to whom customer can complain to redress their grievances.
11. Charu is a chartered accountant in Prakash Ltd. During the course of meeting with the directors she came to know that as against the previous year's this year company is going to declare handsome dividend offer. It is observed that when such news becomes public then the share market jumps up. Considering it, Charu purchased large number of company's shares before this news reached the public.
 - a) Identify type of malpractices used by Charu.
 - b) Name the authority which regulates such behaviour. Write any three other functions of this authority.
12. A company wants to set up a new branch in Chennai. For additional capital company is planning to issue equity shares to public as there is boom period in capital market and public will prefer to invest in shares.

While analyzing the issue, finance manager found that floating costs of the issue would be high and company is already in liquidity crunch. Company deemed it proper to depend on money market instruments for about six months.

 - a) Identify the method of floating of capital mentioned above.
 - b) Besides above shares issue method mention two other methods.
 - c) Use of what kind of instrument will be appropriate for the money market. Clarify.

ASSIGNMENT

CHAPTER 11

MARKETING MANAGEMENT

1. Radhika was a student of business studies of class XII. Her father was a farmer who grew different varieties of rice and was well versed about the various aspects of rice cultivation. He was also selected by the government for a pilot project in rice cultivation. As a project work in business studies she decided to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use internet to gather consumer's views and opinions. She found that there was a huge demand for packed organic rice. She knew that there was no predetermined specification in case of rice because of which it would be difficult to achieve uniformity in output. To differentiate the product from its competitors, she gave it the name of Malabari Organic Rice and classified it into three varieties- popular, classic and supreme, based on the quality. She felt that these names would help her in product differentiation. Explain the three functions of marketing with reference to the above paragraph.
2. Ginika, Tanish and Rohit were friends from the collage days and now they are doing different kinds of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction, marketing efforts, social concern etc. In one of such meetings Ginika drew the attention of Tanisha and Rohit towards the exploitation of the consumers. She told that most of the sellers are exploiting the consumers in many ways and were not paying attention towards the social, ethical and ecological aspects of marketing, whereas she was not doing so. Tanish told that they were under pressure to satisfy the consumers, but stated that the consumer would not buy enough unless they were adequately convinced and motivated for the same.
Rohit stressed that a company cannot achieve its objectives without understanding the needs of the consumers. It was duty of the businessmen to keep consumer satisfaction in mind because business is run by the resources made available to them by the society. He further stated that he himself was taking into consideration the needs of the customers. Identify the various types of thinking that guided Ginika, Tanish and Rohit in the marketing efforts of their business. Also, state any one feature of the various type of thinking identified that is not given in the above para.
3. 'Hayaram' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively a higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various retail stores so that the products are available to customers at right time, right place and in right quantity. It regularly uses different communication tools to increase its sales. The above para describes the combination of the variables used by Hayaram to prepare its market offerings. Identify and explain the variables.
4. Shyam bought a pain relieving ointment after seeing it being displayed in the chemist shop. The ointment tube was packed in the cardboard box. Identify the different levels of packing of the pain relieving medicine, when it was purchased by Shyam.
Ashima purchased a bottle of tomato-sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the district forum under consumer protection act and got the relief.
A) Identify the important aspect neglected by marketer in the above case.
5. Malaysian budget airlines group Sky Europe announced discounted fares, starting as low as Rs. 1099 for domestic destination operated by its Indian Joint Venture carrier and Rs. 2099 for international flights operated by other group airlines under a limited period offer.
a) Identify the medium of communication that can be used by the firm to inform a large number of people about the new fares.
6. Radha found a worm crawling out of newly opened tetra pack of a juice manufactured by a reputed company, Zest, Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed she went to a consumer activist group to seek help. The group decided to help Radha and take measures to impose restriction on the sale of the firms product of a particular batch and urge customers to refrain from buying the products of the company. Zest Ltd. lost its image to the market. The CEO gives the responsibility of bringing back the lost image of the company to a Manager.

- a) Identify the concept of marketing management which will help the manager in getting the firm out of the above crisis.
7. Bye bye motors recently informed the media about its aim to train up 4000 people in the next 3 years in the skills associated with the automobile industry as a part of its program to provide technical and vocational education for unemployed youth. The firm has already started the program in collaboration with the Automobile Skill Development Council. This news in the media has helped the firm in promoting its image in the eyes of the public and consumer activist groups.
- a) Why is it important for the company to satisfy the public and consumer activist groups? Give reasons.
- b) Which department in the firm can be given the responsibility to disseminate information and build goodwill of the firm?
8. What are the important decisions taken by the marketer in respect of pricing of the products?
9. "Identify needs and wants and fill them." "Create products and sell them" are the two important concepts of marketing management. Identify them.
10. Zoom udyog a car manufacturing co. has started its business with Zoom 800 and slowly launched Zoom 1000, Wagon –Z, Swy- fy etc. and offered various services like after sale service, availability of spares part etc. Identify the element of marketing mix referred here.
11. Raman, Joginder , John, Iqbal and Shreya are friends. They are operating different business. Each one has his/ her own concepts regarding operating their business.
- Raman believes in producing products at large scale. Thereby decreasing the average cost of products and selling it at a reasonable price.
- Joginder focuses on providing best quality products because he believes that a customer always wishes to buy a good quality product. The price of the product is secondary, John is of the belief that most important aspect of the business is sales and so he undertakes aggressive selling and promotional efforts.
- Iqbal believes that his firm can achieve its goals only by identifying the needs of the customer and satisfying them better than the competitors.
- Shreya on the other hand feels that her firm has a responsibility towards the society as well. So she provides customer satisfaction along with using techniques which are environmental friendly.
- a) What are the marketing concepts followed by each of them?
- b) Raman's concept is successful for him because he is into manufacturing and selling iodized salt under the brand 'Healthy salt', this product has a readymade market and vast customer base, also the products is standardized so he can focus on production at a large to cut down the cost per unit. Write any business which can successfully run by others using their concepts.
12. Name the marketing function which is concerned with informing the customers about the firm's products.
13. Name the marketing function which is concerned with cost and location of target market.
14. Perfect limited is a microwave producing company. The company do not try to understand the needs of customers. Their main focus is always on quality of the product but never on customers requirements. They try to include as many features as possible in their product. This year they have added a special type of alarm in their product which is a unique feature. The alarm is available in 10 varieties, however the customer say that the product is not of much use to them as it consumes lot of electricity. Identify and explain the marketing management philosophy followed and ignored by the company.
15. It is necessary that goods and services must be made available to the customer at the right place in right quantity and at the right time.
- a) Name and explain the concerned element of marketing mix.
- b) Explain the components of this element.

ASSIGNMENT

CHAPTER 12

CONSUMER PROTECTION

1. Sumit purchased an ISIS marked washing machine of a famous brand "MG" from TG electronics Ltd. The shopkeeper asked him to wait for two days for installation of the machine. His friend Vivek, was very fond of experimenting with new electronics products. He told Sumit that there is no need to wait for the company's representative to install the machine and that he could do it. So, both of them installed the machine without following the manufacturer's instructions. Initially the machine worked effectively and the result was good. But after two days the machine started stopping in between the wash cycle. Sumit and Vivek tried their best to start the machine but failed in their efforts. Sumit therefore approached tag electronics ltd. which refused to provide any service on the plea that the installation of machine was not done by the company.
 - a) State the responsibility which Sumit had to fulfill as an aware consumer to get service of the company.
 - b) Explain briefly any two rights which Sumit could have exercised had he fulfilled his responsibility identified in part (a).
2. Identify the rights of consumer under consumer protection act 1986 through which consumer organizations help a consumer to claim by performing the function of "encouraging consumers to strongly protest and take an action against unscrupulous exploitation and unfair trade practices of the sellers."
3. Indian Youth Organization (IYO) organized a visit of its members to an old age home to inculcate the habit of social work among them. The visit revealed that the living conditions of the inmates of the old age home were not hygienic. So, the IYO members decided to clean the premises. During their cleanliness drive they realized that the old age home also required pest control. But some of the inmates of old age home were reluctant for it because they believed that pest control may create health problems for them. IYO therefore decided to provide ethical safe and odorless pest control. They showed to the inmates of old age home a pamphlet of the proposed pest control product which promised easy, inexpensive and long lasting pest control. The inmates happily agreed and the pest control was carried out. It worked for fortnight but to their dismay the effect started wearing off. IYO contacted the pest control company which kept on postponing their visit. After waiting for a month, IYO filed a case in the consumer court. The consumer court was satisfied about the genuineness of the complaint and issued necessary directions to the pest control company.

State the six directions that might have been issued by the court.
4. Ronit raj a marketing manager is a patient of diabetes for which he takes medicines regularly. One day on his tour to Patna he met with an accident and was hospitalized. Due to Doctor's negligence a delicate nerve of his right leg was cut rendering him crippled throughout his life. Identify the consumer right that have been violated by the doctors under the consumer protection act 1986 in the above situation.
5. Arun purchased a dining table of four chairs from a furniture manufacturer for Rs. 48000. At the time of purchased the firm assured Arun about the best quality of the said furniture and gave two year warranty stating that if something goes wrong with the said product the firm shall replace the same with the new one or refund the purchased amount. Some items of the furniture cracked and broke into pieces within 15 days. Arun requested the firm number of times to replace the furniture. The firm neither paid attention nor replaced the furniture.
 - a) Identify and explain the consumer rights which has been violated by the furniture manufacturer.
6. Ashish purchased medicine from a medical store for his wife who was suffering from high fever. Being in a hurry, he did not take cash memo for the purchase. His wife consumed the medicines and her health deteriorated further. Ashish called a medical practitioner immediately who checked the medicines and found these of expired date.
 - a) Identify and explain the consumer liabilities which have not been discharged by Ashish.
7. Ahmed wants to buy an iron. As an aware consumer how can he be sure about the quality of iron?
8. Mohit filed a case against 'Domestic coolings limited' in district forum but he was not satisfied with the orders of the district forum. Where can he appeal further against the decision of the District Forum?
9. On Sonika's birthday her mother gave her a pair of gold earring. After one month Sonika observed that the earrings are losing their shine. She checked the mark on the earrings and found that it was not proper Hallmark and her mother had

been cheated by the shopkeeper. So, she filed a complaint in the district forum which rejected it. Not satisfied by the decision of district forum, she was very much disturbed and after two months decided to appeal further. Can Sonika appeal against the decision of district forum? Give reason in support of your answer.

10. Your mother purchased a washing machine for Rs. 10000 for an authorized dealer of the manufacturer with an oral guarantee that the machine will be replaced with a new one if any of its parts become defective within 3 months from the date of purchase. The motor of the machine was burnt within 15 days of its purchase. On complaining the seller refused to replace the machine. Name the redressal agency under the consumer protection act where your mother can file the complaint.
11. Cutie beauty limited is a beauty brand famous for its organic beauty products for men and women. The company uses organic plant extract to produce its product which are non allergic and beneficial for every type of skin. The product is made available in different packs and sizes. The label of the product contains full information about the ingredients, batch number, date of manufacture and expiry price etc. and the company has set up its customer care cell to handle all sort of queries of all its customers. List the consumer rights taken care of by the company by quoting the lines from the passage.
12. "Bhuvan who was a vegetarian went to a snack bar for having French fries and later found out that it had non vegetarian content. Neither the advertisement nor the packing of the product displaced that the product has non vegetarian content. Neither the advertisement nor the packing of the product displaced that the product has non vegetarian content. Will Bhuvan be able to claim compensation which right of consumer is violated"?
13. 'Sehaj bought Teak wood furniture for his drawing room from "Akshay Decors" of Kriti Nagar, Delhi for Rs. 4 lakhs. At the time of purchase of the firm assured Sehaj about the best quality of the said furniture and gave 2 years warranty starting that if anything goes wrong, the firm shall replace it with a new one or refund the purchase amount. But the dining table and chairs started developing cracks at various places and the polish' became very dull within 30 days from the purchase. Sehaj reported the matter to the firm and requested a number of times to replace the furniture. The firm neither paid attention to these requests nor replaced the furniture.
 - a) Identify the consumer rights which have been violated by the furniture manufacturer.
 - b) Where can Sehaj lodge complaint for this?
14. Mukul purchased a house for Rupees 30 lakhs from a housing company and found it being defective. Despite many complaints the defect was not rectified. He filed a complaint in the state commission but was not satisfied with the order. Where can he appeal and in how many days.
15. Sirajuddin purchased a car worth Rs. 15 lacs from an automobile company and found that its airbags were defective. After many complaints with the company that went unheard, he filed case in the district forum. He was not satisfied with the orders of the district Forum. He then appealed before the State commission and on being dissatisfied with the orders of state commission he appealed before the national commission. Sirajuddin was not satisfied with the orders of national commission. Suggest him the highest authority where he could appeal against the decision of the National Commission.
16. Joseph had got a confirmed ticket of jet airways. The flight was later cancelled on account of technical problem. Is it deficiency in service? What relief can Joseph seek in this regard?
17. To publish a magazine under the title Upphokta Jagan is the example of which consumer rights?