

CHAPTER-1 (NATURE AND SIGNIFICANCE OF MANAGEMENT)

1. 'Management increases efficiency.' How?
2. Mr. Solution, who is an MBA, has been appointed at the post of general manager in Saregama Ltd. Company. Just after his appointment, he took a decision to set up a chemical plant near a residential colony. After some time, another important decision regarding the amount of charity being given annually to educational and religious institutions was withdrawn giving the justification that it was an unnecessary burden on the company. More emphasis was given to the share of the company in the market and in search of modern procedures. Apart from this, a long time labour dispute was resolved by taking a balanced decision.
 - (i) Tell whether Mr. Solution is at fault?
 - (ii) If yes, where does the fault lie?
 - (iii) How can the mistake be amended?
3. Mr. Pradeep is working at the post of sales manager in Surabhi Tel Ltd. Last year, the targeted sales increased to 20,000 units from the earlier target of 18,000 units. He achieved this very easily. To achieve this, he increased the expenditure on advertisement to almost double the previous amount.
 - (i) Did sales manager perform his duty effectively and efficiently?
 - (ii) if not, then how?
4. Is there any difference in planning, organizing, staffing, directing and controlling of various organizations such as school, club, restaurant, and a steel plant? To which characteristic of management is this case related?
5. Ms. Bharti passed her M.B.B.S. examination in the first division in 2008. Later on in the year 2011 she passed her M.S. examination as an eye specialist. She was awarded a gold medal in examination. After completing her studies she joined a big hospital as an eye surgeon. She is performing ten operations successfully everyday. Now tell, what aspect of Ms. Bharti's above experience is a science and what aspect is as an art?
6. Mr. Amol Khan passed his B.Sc. (non medical) examination in the year 2008. After this he successfully ran the business of his father. Suddenly, he thought of seeking employment. He got the job of a finance manager in a company on the basis of his knowledge, experience and proficiency. He is doing his job successfully.
 - (i) Now tell, is the appointment of Mr. Khan as a manager valid?
 - (ii) Was it not necessary for him to do MBA or some other course for his job?
7. Your grandfather has retired from an organization in which he is responsible for implementing the plans developed by the top management. At which level of management was he working? State one more function performed at this level.
8. Your grandfather has retired from an organization in which he is responsible for overseeing the efforts of the workforce. At which level of management was he working? State one more function performed at this level.
9. Why is coordination known as the essence of the management?
10. 'Interdependence of different processes' is one point of the importance of coordination. Clarify.

CHAPTER -2 (PRINCIPLES OF MANAGEMENT)

1. The production manager of ABC Ltd. instructs a salesman to go slow in selling the product, whereas the marketing manager is insisting on fast selling to reach the target. Which principle of management is being violated in this case? State any two consequences of the violation of this principle.

2. Hina & Harish are typists in a company having the same educational qualification. Hina is getting Rs. 3000 per month and Harish is getting Rs. 4000 per month as salary for the same working hours. Which principle of management is violated in this case? Name and explain the principle.
3. Which technique of Taylor acts as the strongest motivator for a worker to reach standard performance?
4. Mohan, a manager, very often speaks to people at all levels, passing on instructions regarding his department and also the other departments. Which principle is overlooked here and why? Give one violating effect.
5. Mohan, a manager expects his subordinates to adapt to the new environment and working conditions without giving them time to settle down. Which principle is overlooked here and why? Give one violating effect.
6. In a particular company, no importance has been attached to the suggestions given by subordinates. In 2007, the company appointed Mr. Lotus as its Chief Executive Officer. He was an MBA degree-holder from IIM Ahmedabad with an experience of a decade. On assuming the charge of his Office he started a sort of campaign asking for the suggestions from every big or small employee of the company. In a very short time, there were about 1000 suggestions. After studying them intensively about 1500 suggestions were implemented in different fields. This campaign fetched the company an additional profit of Rs. 50 crore.
 - (i) What principle of management will have been working behind Mr. Lotus's thinking?
 - (ii) What will be the effect of implementing these suggestions on the employees?
7. 'Taylor's principles of scientific management and Fayol's principle of management are mutually complementary.' Do you agree with this view? Give any four reasons in support of your answer.

CHAPTER -3(BUSINESS ENVIRONMENT)

1. Government of India is seriously thinking to allow oil marketing public sector undertakings to fix their own price for petrol and diesel. Which economic reform is the reason of this change in government policy?
2. "The Understanding Of Business Environment helps the Managers To Identify 'Threats'." What Is meant By 'Threats' here?
3. "The Understanding of Business Environment enables the firm to identify opportunities." What Is meant By 'opportunities' here?
4. 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 behavior of superiors was very good towards their subordinates. Beni was very happy in this organization, but due to long working hours she did not have time to cook her meal. She had to depend upon 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 many other companies. This was because of increase in the 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.
 - (a) State the dimension of business environment being discussed above.
 - (b) State the principle of management being followed by 'Fortio'.

(c) Identify any two values being communicated by the company to the society in the above case.

5. Mr. Ajay after completing MBA from USA came to India to start a new business under the banner Ecom Creations Ltd. He launches a new product in e-learning for Senior Secondary School students in Commerce stream, which already has an established market in UK and USA but not in India. His business starts flourishing in India. Now more Indian companies entered into the market with other subjects also. Identify and quote the lines from above para which highlight the significance of understanding business environment.
- (a) “The understanding of Business Environment enables the firm to identify opportunities.” What is meant by ‘opportunities’ here?
- (b) The people of some regions translated the slogan of “Come Alive” used by Pepsi company as” come out of the grave”. As a result company lost its market share rather than picking up. This is the effect of which environment & how this dimension of environment affect the business.
6. Business Environment includes both ‘specific and general forces’. List any four general forces.
7. Explain ‘Increasing competition’ and ‘More demanding customers’ as impact of Government policy changes on Business and Industry.
8. What do you understand by the term ‘Demonetization’? Explain its features.