



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



SUB: Business Studies **DIRECTING** Date of Worksheet: 24/08/2017

Name of Student:

Prepared by: JMC

Class and Div.: XII C & D

Roll Number:

Q.NO	QUESTIONS	MARKS
1.	<p>One of the employees of 'Hindustan Agriculture Implements Limited' receives an order from the Departmental Manager and passes it on to the Non – managerial Members, therefore, even a little carelessness in delivering the message can lead to a heavy loss. This employee performs the role of the Human Relations Specialist also.</p> <p>Identify the designation of the employee described above.</p>	1
2.	<p>Karthika is posted at Lower Level Management at 'Libra Cosmetic Pvt. Ltd.'. The daily sale of the company is about Rs. 50 <i>lac</i> only. The company has given the responsibility that the production work of the company should continue uninterrupted. The managing Director has asked her to focus her attention especially on the speed and quality of production. She is doing her job efficiently. Her reputation is that of a successful leader. She takes every decision after discussing it with all the concerned persons. Her subordinates are very happy with her.</p> <p>Identify the Leadership Style adopted by Karthika and explain it.</p>	1
3.	<p>One of the newspapers had an article printed under the title: "Business Success Mantra: Motivation". Some portions of the article are as under:</p>	1

	<p>“ if an employee has a sense of fear or insecurity in his mind, that he can be removed from his job any time, he will never work wholeheartedly and this worry continues troubling him. On the other hand, if he has a feeling that his job is secure and permanent and he cannot be removed from his job easily, he will work without any worry and with an easy mind. Consequently, his efficiency increases. This is the reason why people prefer a permanent job with less salary to a temporary job with more salary.”</p>	
4.	<p>One of the teachers of Business Studies Class – 12 delivered lecture on a Concept of Management. The main parts of lecture were as under.</p> <p>“The chief function of a manager is to achieve the pre – determined objectives of the organization by organizing the activities of various persons working in the organization. By various persons we mean human factor in production on whose efficiency the utility of non – human factors like machine, material, etc:- depends. It is clear that human factor in production has an important place in the organization. Now the important question is as to how to utilize the available ability of the human factor efficiently. The efficiency of a person depends on two factors – firstly, the level of ability to do a certain work and secondly, the willingness to do the work. As far as the first factor is concerned, it can be acquired by education and training, but the second factor can be created through a special concept of management.</p> <p>Identify the concept of Management described in the lecture given above.</p>	1
5.	<p>In the annual function of ‘ Sharda Club’ some employees of ‘Sharda Ltd’. There were Managers, supervisors, Foremen and others – all</p>	1

	<p>were among them. During the function, some of the people were busy talking about their personal matters while some others were sharing their company experiences. One of the foremen, Mr. Bhim Rathore, had wanted to give a suggestion to the Manager of his department. But he couldn't dare doing so because of the official fear. In the party of the club, he got an opportunity. There, in the course of conversation, he gave his suggestion to the manager. The manager appreciated the suggestion very much. The manager gave an Appreciation Letter to Mr. Rathore in the course of the function in order to encourage him. This gesture has a positive effect on the other employees also.</p> <p>What is the method of Motivation in giving the Appreciation Letter to one of the employees?</p>	
6.	<p>The Chief Executive Officer - CEO of 'Shri Ram Ltd'. sent the message to all Departmental Managers: " With effect from today, whatever communication they have to do, they will do so in writing". This communication reached to all departments. In the company, this order began to be followed. Within a few days the unfavorable consequences of this order became apparent. Mainly the speed of work became slow. In this context, whatsoever went to the CEO to give a suggestion, he ignored all others.</p> <p>Identify and explain two of the Barriers in the communication stated in the paragraph given above.</p>	1
7.	<p>Mr. Sanjeev Sharma after completing his studies in M.B.A. was appointed in the Research and development Department of 'Dimple Flour Mills Pvt. Ltd'. Soon after his appointment, the company placed a problem before him. The company said that most of its employees did not appear to be happy, and that he should do a</p>	3

	<p>research on this problem and give his suggestion to them. Mr. Sharma interacted with hundreds of employees of the company and tried to ascertain why they were not happy. In the course of his interaction with the people he tried to know their expectations from the company. About 22% of people told him that they were happy with the company. The remaining 78% people stated different reasons for their not being happy. About 80% out of them told that they were never consulted regarding any of the decisions of the company; every decision was imposed up on them. After doing complete analysis, Mr. Sharma told the company that the people who were working as Managers would have to change their leadership style.</p> <p>On the basis of the paragraph given above identify the leadership style being often used in the company, and state its meaning.</p>	
8.	<p>Kumari Ekta Bandari is working as the Personnel Manager in 'Jaishri Limited'. The specialty of her company is that the financial position of all its employees is good. The CEO OF Kumari Ekta asked her to suggest a Method of Motivation. He said that the method should be such as should be happily acceptable to all the employees. Ekta spoke to several employees in this connection. The thoughts of some of the employees gave the feeling that they give more importance to Individual Autonomy. One group of the company stressed that good performance should be rewarded. Another group of employees pleaded for recognizing the importance of the employees in the company. On the basis of this investigation Ekta suggested to the CEO a very good method motivation, which made him very happy. This method was immediately implemented. Consequently, within a few days the company's growth rate</p>	4

	<p>appeared to have become fast.</p> <p>a) Identify the sub – function of management described in the paragraph above.</p> <p>b) Which Motivation Method, in your view, might have been suggested by the Personnel Manager? Explain this Motivation Method.</p> <p>c) Identify the Value that has been discussed here.</p>	
9.	<p>The Chief Executive Officer – CEO OF ‘Bharat Textile Limited’, Mr. Om Sahukar had gone to attend the marriage of one of his friend’s daughter. There, he happened to meet an old friend of his, Mr. Ram Tripathi, who was posted as Marketing manager in another Textile Company. Both of them began chatting. While doing so, they came to a stage when they started sharing the secret information of their respective companies. Mr. Tripathi told Mr. Sahukar that some of the big customers of the latter’s company were getting associated with the former’s company. All of them were unhappy with the treatment given to them by the latter’s company. Mr. Sahukar made a note of this fact. no sooner did he reach his office than he called his P.A. and asked him to arrange an urgent meeting of all the big customers. The P.A. prepared a brief form of the message and e-mailed it to all the big customers. Very soon, the acknowledgements of the message from the customers and the information of their attendance of the meeting started reaching the company’s office.</p> <p>a) Between which people the Formal and Informal Communication is taking place in the above paragraph?</p> <p>b) Identify the different stages of communication process along with some clues.</p>	5

	c) Which value has been destroyed here?	
10.	<p>Mr. Ekant Miglani, after completing his studies of B.B.A is working in the production Department of 'Jai Chemicals Limited'. There are fifty persons working in different posts in his department. He tries hard to keep a watch over the Routine Activities of all the employees. He observed on of the employees, Bholam Ram and a few others working on machines. They were running the machines in a wrong manner. The machines were very sophisticated. Mr. Miglani at once explained the right method of working to them. He wanted to solve this problem of the employees for good. He called a meeting of his subordinates. He took this decision that the company Will have to organize training to employees immediately. They also decided that all the employees will drop a suggestion each in the suggestion – box daily, so that the different activities of the department may be improved speedily. It was announced that the employees giving valuable suggestions shall be rewarded.</p> <p>On the basis of the above paragraph answer the following questions:</p> <p>a) Which function of management is being discharged by Mr. Miglani by keeping a watch over the Routine Activities?</p> <p>b) Which method of training of the employees will be suitable to be adopted here? Explain.</p> <p>c) Which style of leadership is being followed by Mr. Miglani?</p> <p>d) Which method of motivation will be decided to be adopted in the meeting of employees?</p>	6
