

## **BUSINESS STUDIES CASE STUDIES**

1. Management of P.Ltd emphasises only on economic objectives. Identify and explain the objectives which are being ignored. State any two values which are being communicated to the society while fulfilling these objectives. **(4)**
  
2. Mrs. Rekha acquired Ph.D degree from a renowned college and got the position of principal in a School. She was just and fair to all the teachers and motivated students to contribute to 'Swachh Bharat Abhiyan'. With her creative ideas and innovative managerial skills, she improved the performance of the school a lot. As a result the school was awarded a cash prize of Rs.1,00,000 by the Prime Minister on the Republic Day.  
(a) Which activity of Mrs. Rekha is a profession and which one is an art?  
(b) Identify the values promoted by Mrs. Rekha. **(4)**
  
3. Identify the nature of management when it is practised as personal application of existing knowledge to achieve desired results.**(1)**
  
4. Identify the nature of Management, when it is said to be systematic body of knowledge which explains certain general truths. **(1)**
  
5. A Ltd wants to modify its existing product ie. CD player due to decreasing sales in the market. What steps should each level of management take to give an effect to this decision? **(6)**
  
6. "Efficiency and effectiveness are somewhat related but they explain different phenomena". Do you agree with this statement? Justify your stand. **(4)**
  
7. Why do Principles Of Management try to establish the relationship between the cause and effect? State. **(1)**
  
8. State why Principles Of Management are called Contingent? **(1)**
  
9. Voltech India Ltd. Is manufacturing LED bulbs to save electricity and running under heavy losses. To revive from the losses, the management is thinking to shift the unit to a backward area where labour is available at a low cost. The management also asked the workers to work overtime without any additional payment and promised to increase the wages of the workers after achieving its mission. Within a short period the

company started earning profits because both the management and the workers honoured their commitments.

(a) State the Principle of management described in the above para.

(b) Identify any two values that the company wants to communicate to the society. **(3)**

10. Pawan is working as a 'Production Manager' in CFL Ltd. Engaged in manufacturing of CFL bulbs. There is no class conflict between the management and workers. The working conditions are very good. The company is earning huge profits. As a policy matter, management is sharing the gains with the workers because they believe that prosperity of the company cannot exist for a long time without the prosperity of the employees.

(a) State the principle of management described in the above para.

(b) Identify any two values which the company wants to communicate to the society. **(3)**

11. Telco Ltd. Is manufacturing files and folders from old clothes to discourage use of plastic files and folders. Company employed people from nearby villages where very less job opportunities are available. An employee, Harish designed a plan for cost reduction but it was not welcomed by the production manager. Another employee gave some suggestion for improvement in design, but it was also not appreciated by the production manager.

(a) State the principle of management described in the above para.

(b) Identify any two values that the company wants to communicate to the society. **(3)**

12. Niketa and Salman completed their MBA and started working in the multinational company at the same level. Both are working hard and are happy with their employer. Salman had the habit of backbiting and wrong reporting about the colleagues to impress his boss. All the employees in the organisation are aware about it. At the time of performance appraisal their boss Mohammed Sharif decided to promote Salman stating that being a female Niketa will not be able to handle the complications of a higher post.

(a) Identify and explain the principles of Management which was not followed by this Multinational Company

(b) Identify the values which are being ignored quoting the lines from the above para. **(5)**

13. Vaibhav, an employee in Jindal Ltd. Was instructed by Mr.Ashutosh (production Manager) to increase production of steel as there was an over purchasing of steel. On the other hand, Mr Raghav (Sales Manager) directed him no to increase the steel production as there was low demand for steel in the market. Vaibhav got confused regarding whose order to follow and hence was unable to work properly. Due to overlapping orders and instructions, Vaibhav was unable to satisfy both the boss which led to conflict in the organisation.

(a) Name the principle not being followed.

(b) Give two advantages of following this principle.

(c) Identify the values that can be gained by following the above principle. **(5)**

14. Nutan Tiffin box service was started in Mumbai by Mumbai Dabbawalas. The Dabbawalas who are the soul of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade Tiffin to all the office goers at the right time and at right place. The service is uninterrupted even on the days of bad weather, political unrest and social disturbances. Recently they have started online booking system through their website 'My Dabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the dabbawalas were invited as guest lectures by top business schools. The Dabbawalas operate in a group of 25-30 people along with a group leader. Each group teams up with other groups in order to deliver the Tiffin on time. They are not transferred on frequent basis as they have to remember the address of their customers. They follow certain rules while doing trade-no alcohol during working hours; No leave without permission; Wearing of white cap & carrying ID cards during business hours. Recently on the suggestion of a few self motivated fellow men, the dabbawalas thought out and executed plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red sticker if food is left in the tiffin, to be fed to poor children later.

(a) State any one principle of management given by Fayol and one characteristic of management mentioned in the above case. **(5)**

15. XYZ Ltd. Has to develop organisational plans in such a way that weaker section of the society can be given job opportunity and society can be provided with pollution free environment. For this purpose it hired a leading consultancy firm which charged a huge amount as fee. As a

result, now the company has little funds to work on this new project and it postponed this plan for the next year.

(a) Which limitation of planning is being referred above?

(b) State other two limitations of planning.

(c) Identify the values XYZ Ltd. Desires to emphasize. **(5)**

16. Two years ago Madhu completed her degree in food technology. She worked for sometime in a company manufacturing chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food processing unit for the same. She set the objectives and targets and formulated action plan to achieve the same. One of her objective was to earn profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices etc will be purchased on three months credit from farmers cultivating organic crops only. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as a Production Manager who decides the exact manner in which the production activities are to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year. Madhu informed Mohan about her sales target for different products, area wise for the forthcoming quarter. While working on the production table a penalty of Rs.100 per day for not wearing the caps, gloves and apron was announced.

Quoting lines from the above para identify and explain the different types of plans discussed. **(5)**