



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



Subject : Business Studies	Topic : Controlling	Date of Issue: ___/___/2019 Worksheet No.8
Resource Person: Joseph Martin Cherian		Date of Submission: ___/___/2019
Name of the Student : _____	Class & Division : XII C & D	Roll Number : _____

Q.NO	QUESTIONS	MARKS
1.	What do you mean by quantitative standards?	1
2.	Why it is said that ‘planning is meaningless without controlling’?	1
3.	Which function of management ensures that actual activities conform to planned activities?	1
4.	Name the function which reviews the operations in a business unit.	1
5.	What should be the ‘Focus point’ for a manager while controlling, as controlling at each and every step is not possible?	1
6.	Define the term controlling.	1
7.	Which two standards will you suggest for production department?	
8.	“Prakash Limited” is a company manufacturing electrical goods. Smt. Renu Bala is its managing director. By virtue of her wise direction, company has achieved great heights. A management institute one day invited her for a lecture. There she got an opportunity to dialogue with the students of management studies. She narrated to them the story of her success. She told them two main things. First, the employees should know that their work is being evaluated and progress report prepared. Second, optimum use of human and physical resources should be made possible. a) Identify the above said function of the management. On the basis of the aforesaid paragraph explain two points regarding the importance of the function of management as identified in point(a) above.	3
9.	Love and Kush are two friends. Both are MBA(Final Year) students. One day their	3

	<p>professor called them to class stage for a surprise test. He told that one of them will establish relationship between any two functions of management. Then, the other one will establish reverse relationship between the same two functions. Both will have to give justification for relationship explained by them. It was a test carrying 50 marks. Both the students were intelligent and skillful. Love was the first to speak.</p> <p>Love said that in his opinion of the two functions of management selected by him one is always looking ahead (future) and the other is looking back (past). No sooner did love express his opinion, than identified the functions selected by him (Love). In his reply, Kush said that the one function stated by Love to have been looking ahead was in his opinion, looking back and the other one stated by him (Love) to have been looking back was looking ahead.</p> <ul style="list-style-type: none"> i) Identify the functions of the management discussed in the above paragraph. ii) Justify the contrary relations of management functions as viewed by Love and Kush. 	
10	<p>Mr. sidharth Pandya is the Marketing Manager of ‘Swasthik Limited’. He is a loyal employee of the company. He makes all possible efforts to enhance the public image of company’s products. That is the sole reason of continuous rise in company’s sales. Whatever sales target he determines, he realizes much more sales every time. It means that every time there occurs positive deviation.. Mr. Pandey remains in constant rapport with Production Manager. He always endeavors that the products of the company should be of high quality. On account of maintaining high quality of the products he is always ahead of his competitors. As a Marketing Manager, he also fixes price of company’s products. While fixing the price he takes special care to ensure that prices should have no adverse impact on the budget of the consumers. His main aim is to present true image of the company and its products in advertisement.</p> <ul style="list-style-type: none"> a) Which step of controlling process has been referred to in the above paragraph? Clarify. b) Identify two values directed to the society by Mr. Pandey 	4
11	<p>Mr. Stanely Anthony is Production Manager of ‘Coconut Oil and General Mills Ltd., His main virtue is that prior to doing anything, he ponders over it. To explore and analyze different options of each and every activity that is to be undertaken by him in future has become his habit. Besides, he quickly brings his subordinates under his own</p>	5

	<p>influence. They do what he wants. In spite of all this, for the last few months performance of his department failed to achieve the expected level. This situation put him into lot of worry. To counter this situation, he sought help from some external specialist. Finally he concluded that the poor performance was due to two reasons.</p> <ul style="list-style-type: none"> a) To remove inefficiency of the employees he established a training centre and gave its charge to an expert trainer. b) Identify, by quoting the lines any two functions concerning management taken by Mr. Anthony c) Identify training method. 	
12	<p>“Kitachen Saj Limited.” Is a company manufacturing plastic goods. Mr. Shah is its Marketing Manager and Mr. Sahu, its Production Manager. Style of working of both the managers is entirely different. Mr. Shah set such standards for different activities of his department as were quite easy to achieve. On the other hand, Mr. Sahu set standards for different activities of his department as were very difficult to achieve. As a result, Marketing department achieved its targets very easily. Mr. Shah and his team were very pleased with these results. But the situation prevailing in the production department was quite contrary to it. Mr. Shah was far behind his targets. Now he had his team were very much worried.</p> <ul style="list-style-type: none"> a) Which step of controlling process has been discussed in the above paragraph? b) In your opinion, both the managers would have set standards for which activities of their respective departments? Write two standards each. c) Of the two managers, one set easily achievable standards whereas the other set such standards as could be achieved with great difficulty. In your opinion, how affect situation would have on the employees? 	6
