



**INDIAN SCHOOL DARSAIT**  
**DEPARTMENT OF COMMERCE**



Subject : Business Studies	Topic : Planning	Date of Issue: __/__/2019 Worksheet No.4
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 is meant by Planning?	1
2.	Define planning premises.	1
3.	State first two steps in the process of planning	1
4.	Define planning.	1
5.	What is meant by single use plan?	1
6.	Why planning is known as “futuristic”?	1
7.	One of the functions of management is considered a base for all other functions. Name that function.	1
8.	‘Planning is done for achieving the organizational goals’. Do you agree? Give one reason in support of your answer.	1
9.	Give the meaning of ‘Method’ as a type of plan?	1
10.	Give the meaning of ‘Policy’ as a type of plan.	1
11.	Give the meaning of ‘Procedure’ as a type of plan.	1
12.	Give the meaning of ‘Programme’ as a type of plan.	1
13.	Give the meaning of ‘Strategy’ as a type of plan.	1
14.	Give the meaning of ‘Rule’ as a type of plan.	1
15.	Give the meaning of ‘Objective’ as a type of plan.	1
16.	A meeting of the managers of all the Managerial levels of ‘Nandana Limited’ was held. Miss Thane, the CEO of the company performed the role of the chairperson of the meeting. In the meeting there was a discussion on the issue of what percentage of Return in the following year should the company expect on its Investment made. All the managers present in the meeting gave their respective suggestions supported by reasons. At the end, it was resolved that the company would like to get 22% Return on its investment.	1

	In the meeting of the company there was a discussion on a particular plan. Identify it.	
17.	Miss. Reshma, The General Manager of a company asked all the Departmental Managers to prepare the budget of their respective departments for the year 2016 – 2017. After receiving the budget of all the departments, a master budget was made. In the year 2017 – 2018 this process was repeated again. Again, at first the departmental budget and then the master budget were prepared. On the basis of the ‘Repeated Use’ identify the type of plan described in the paragraph above and explain its meaning.	1
18.	Mr. Rufaid, the Managing Director of a company called a meeting of the Managers of all Departments. The issues taken for discussion in the meeting were as given below: <ul style="list-style-type: none"> <li>i. Which source of recruitment of employees should be preferred: internal or external.</li> <li>ii. How should the employees be promoted: on the basis of performance or Age?</li> <li>iii. On what basis should the employees be transferred?</li> </ul>	1
19.	Mr. Riham, the production manager of a company asked the supervisors working under him to observe the performance of every worker carefully and report to him which of them required the training to be given to them. All the supervisors did the same and the production manager received the list of those workers who were in need of training. Now Mr. Job was thinking about who would give the training? When the training would be given? What the duration of training would be and where the training would be given? Identify the type of plan described in the paragraph given above.	1
20.	The sales policy a company is that the customers can buy the goods both ways on cash and credit. Taking advantage of this policy of the company, several customers bought goods on credit. But now they were not making timely payment. Mr. Haneen, the sales manager at first wrote to them about the delay in payment. When he got no reply from them, he sent them telephonic message. Even then, several of them gave no importance to the message. Mr. Harish after waiting for some time sent one of his representatives personally to them. Some of the customers did make the payment, but some of them were still evading it. The company decided to take a legal action against such customers. Identify the type of plan described in the paragraph given above.	1

21.	<p>Mr. Akshay, the Managing Director of a company gave its Sales Executives the directive that they could sell the goods on credit. Also he told them very clearly to inform the customers that if up to one month that did not make the payment, after the completion of this period, they would have to pay interest for the whole period at the rate of 10% per annum.</p> <p>In the paragraph given above two types of plans has been mentioned. Identify them, quoting the relevant lines.</p>	1
22.	<p>The Managing Director of Suhail Pvt. Ltd., Mr. Abin, called a meeting of all the Departmental Managers in the beginning of the year. In the meeting a discussion on the budget of the following year took place. All of them promised that exactly after one week they would present their respective budgets. After one week once again the meeting was held and all of them presented their respective budgets. After a little cutting and clipping, Mr. Abin gave his approval of all his budgets. All became very happy. All of them had set for themselves very big objectives. Looking at the objectives one could say that if they were realized, the company would be most enriched. But it so happened that thinking of so much possible profit, all the managers became so satisfied that they forgot to put in some special efforts for its realization. At the end of the year the result obtained was such as no one had thought of, in other words, there was a heavy loss.</p> <p>a) Identify the concept of management described above. b) Explain the concept identified in the point 'a'.</p>	1
23.	<p>Mr. Surya , the production Manager of a company received the complaint that the quality of the goods was not good. After investigation, it came to light that the machines had become very old. This is why they were unable to achieve the standard quality. Mr. Surya developed several options by way of solution to this problem. For example, getting the machine repaired, purchasing new local machines, purchasing new imported machines, if possible taking machines on rent, getting some goods manufactures by other companies etc: - were the options before Mr. Surya. The CEO, Mr. Thaha of the company wanted the list of options to be smaller, so that a thorough study could be made of them. In order to make the list of optional ways smaller, he decided to give up all those options which required the investment of more than Rs. Ten Crore.</p> <p>a) Identify the concept described in the paragraph given above. b) What do you understand from the fact of company fixing the maximum investment limit of options?</p>	3

24.	<p>Once there used to be a big shop name of “Diya Saree Pvt Ltd.” In the city. But now several competing companies have entered the market. As a result, there is a big fall in the sales of the company. In order to overcome this problem, the Managing Director of the company, Miss, Aswathy, got the market survey done. On the basis of this survey, they arrived at the conclusion that the competing companies were concentrating on reducing the prices. But they thought that instead of concentrating on the price they could succeed in the competition by focusing their attention on the quality. Therefore now they would have to aim at attracting customers who preferred quality. To make it possible, they would sell only Designer Sarees made of the modern cloth. Besides. They would use their efforts to have variety and decoration. The managing director also estimated the extra expenditure of Rs. Eight Crore to translate the scheme into reality.</p> <p>a) Identify the type of plan described in the paragraph given above.</p> <p>b) Identify the steps taken by the company, by quoting the relevant lines, to implement the plan.</p>	4
25.	<p>Mr. Moin, the principal of ‘Prince Public School’ appointed Mr. Muthayeb as the coach for the football team which was to play the final match in the State – Level Tournament. During training the coach inspired the players to make their mind to win the match in all circumstances. Also he stressed that they had to win the match with the difference of at least five goals from the losing team. He explained special methods to the players for playing both offensive and defensive game. Also he told them how after beating the opponents, football would be passed from one player to other until it reached the goal box of the opposite team. At the end of the training, the coach warned all the players against misbehaving with any of the players of the opposite team, otherwise, they could be punished.</p> <p>a) Identify the concept of the planning functions of management described in the paragraph given above.</p> <p>b) Explain the four types of concept identified in point ‘a’ by quoting the relevant lines.</p>	5
26.	<p>The manager of ‘Hyder Retail Shop.’ Mr. Job fixed the target that in the following year the sales will be boosted from `100 to `200 crore. Also he ensured that for the achievement of the target, finance and man- power will be easily arranged. Mr. Job was still planning for this target when he had to go on a long leave all of a sudden. Now</p>	6

the responsibilities to do so feel on the shoulders of the Deputy Manager, Mr. Ajin. Now the further activity was taken over by him. The problem before him was how to achieve the sales target fixed by Mr. Job. For this he thought of several options. For example, he thought that whether more attention should be given to advertisement; whether the quality of goods should be reduced; whether more attention should be given to advertisement; whether more attention should be paid to packing, whether the quality of goods should be improved; whether the customers should be given better After-Sale Service and whether the credit facility for purchase should be given. After deliberating over all the options deeply, he arrived at the conclusion that the target could easily be achieved by concentrating more on advertisement. He did the same. He continuously kept a watch over this whether the desired results were obtained. At the end of the year the results obtained were favourable.

- a) Identify the management function described in the paragraph above.
- b) Write about the process of function of management identified in the point 'a' by quoting the relevant lines.

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