



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



Subject : Business Studies	Topic : Principles of Management	Date of Issue: __/__/2019 Worksheet No.2
Resource Person: JMC		Date of Submission: __/__/2019
Name of the Student : _____	Class & Division : XII ____	Roll Number : _____

Q.NO	QUESTIONS	MARKS
1.	State one violating effect of the principle of management - namely the 'Division of Work'.	1
2.	State one violating effect of the principle of management – namely the 'Discipline'	1
3.	Give any one reason of why principles of management do not provide readymade solution to all managerial problems?	1
4.	Distinguish between Taylor and Fayol on the basis of 'Unity of Command'.	1
5.	Mr.Prithvilal Anilal is the owner of 'Parthiv Sports Store'. He has divided his business into four departments. All departmental managers have been instructed to comply certain general guidelines while discharging their functions. By doing so, they will definitely achieve better performance. All managers complied with this instruction. Identify the concept of management mentioned in the above paragraph.	1
6.	Marketing manager, of 'Haneen Ltd', Mr. Sharon had set sales targets of his sales Executives. But he did not give them the authority to grant rebate and credit facility to the customers, which are so essential on various occasions. Consequently sales executives failed to achieve their targets. Identify the principle of management ignored in this case.	1
7.	Manager, of "Moin Ltd", Mr. Gayas has enforced the following concepts of management in his company. Identify the same. i. To find out the best method of doing work ii. Creating the spirit of cooperation in place of competition between managers and workers.	1
8.	Production manager, of 'Reshma Pvt. Ltd.', Miss Nandana, took special care of the interest and ability of her subordinates while distributing work among them. She was of the firm opinion that worker should be given one work again and again so that he may become expert in it. One day she took round of her department and noticed that the workers were not doing their job quickly. On enquiry, she learned that the workers worked non-stop and that was the main cause of their slow speed. She immediately issued an order that during their working hours, the workers will have an interval to take rest. In the above paragraph a principle and technique of management have been discussed. Identify the same.	1
9.	In a manufacturing company as many as 100 laborers are working in the production department headed by Mr. Nandakishore. Eight specialists have been appointed to look	1

	<p>after their work to issue command to them and to listen to their complaints. They gave to the laborers on different issues relating to their work.</p> <ol style="list-style-type: none"> <li>i. What technique of scientific management is being followed here?</li> <li>ii. Which principle of management is being ignored in this case?</li> </ol>	
10.	<p>Mr. Rufaid set up 'Akshay Private Limited,. The objective of the company was to make the people of the city a modern venue for functions available. Mr. Rufaid became the Managing Director of the company. He prepared a list of all the activities to be performed in the company. All the activities were divided into four main parts. On the basis of these main parts four departments were set up; namely, Finance, Marketing, Production and Human Resource Development. The appointments of managers were made in these departments namely Miss. Zakiya, Miss. Sana Musthafa, Miss Fahima Faisal and Miss. Fathima Mirfa respectively. Each departmental manager was repeatedly given certain activities to do so that she may become a specialist of her specific field.</p> <p>Which principle of management has been discussed in the paragraph given above?</p>	1
11.	<p>"Amritha Handloom Ltd'. Manufactures high quality bed sheets. Noticing its popularity in the market, the company decided to manufacture curtain cloth also. The decision was executed with immediate effect. But the company did not increase the manpower to the desired extent. Company wanted the existing staff to manage the work for some time, by working overtime. The result was that on the one hand, the new product of the company failed to keep its hold on the market and the other hand, due to over – work efficiency of the employees declined. On several occasions it was observed that a subordinate was getting instructions from two or more officers. Managers too had started giving simple and easy work to their known employees and complex and difficult work to other employees. Company was now ignoring rules completely.</p> <p>Quoting the lines, identify those three principles of management that have been ignored here.</p>	3
12.	<p>Mr.Aswin is the Chief Executive Officer (CEO) of "Ashique Sales Limited. Production manager of his company, Mr. Pradeesh is going to get the repair work of a part of his factory done. On a large scale. As such, company will not be able to produce some of the products for some time. It will have to sell only those goods which are lying in stock. Considering it, Mr. Pradeesh has asked the sales executives to slow down the pace of sales. On the other hand, since the sales manager Mr. Muhammed Saad has set high targets of sales. He has been insisting on the sales executives to speed up the sales.</p> <ol style="list-style-type: none"> <li>i. Which principle of management is being ignored by the company in the above paragraph?</li> <li>ii. Write down any one consequence of the violation of the principle mentioned in (i) above.</li> <li>iii. Which concept of management is being ignored by the company in this case?</li> </ol>	3
13.	<p>Mr.Fardeen, the owner of "Ann Nursing Home" is a renowned Surgeon. Twenty Doctors, forty nurse and sixty attendants are working in the Nursing home. Every day, several successful operations are considered here. Kumari. Reshma Benson a student of Class – XII has been preparing her project on this nursing home. She is permitted to visit the nursing home once in a week. During the course of her visit, she observed a unique thing. That is whenever she visited the nursing home old faces were not</p>	3

	<p>visible. Instead she found new faces. On scrutiny, it transpired that the behavior of its administrator was very strict. People come here, serve for a few days and go away.</p> <p>In the above paragraph, which principle of management has been ignored? Write two consequences of its ignoring.</p>	
14.	<p>There are three departments, Arts, Science and Commerce in a college. Miss. Diya is the head of all these departments. She is an M.Com. Ph. D. Dr. Sreedevi is the principal of the college. She always keeps this in mind that whatever message she is to convey to the teachers should be routed through the medium of the department. All teachers have also been instructed that they too should communicate with the principal through the medium of head of the department. Thus there is a pre-defined arrangement of communication in the college.</p> <p>Miss. Diya is looking after three departments of different nature. She is not able to control them properly. Principal also not satisfied with her performance.</p> <p>Identify and explain two principles of management mentioned in the above paragraph. Quote the lines of the identified principles.</p>	4
15.	<p>‘Moin Medicine Ltd’ has never given any importance to the suggestions of its employees. Every person holding managerial position in the company considers himself wiser than the other. They neither help anybody nor get help from anybody. Last year Mr.Hyder was appointed as Chief Manager of the company against a vacant post. He was an MBA from IIM Lucknow and had also five – year experience of the same post. Immediately after taking charge he decided to deal with both the problems of the company. He convened a meeting of all the employees and said, “employees of all levels (managerial and non – managerial) are free to give their suggestions. Besides the one who gives the best suggestions will be awarded a prize. In addition, he advised them to discard ego and extend help in each other’s work. We will have to give it the shape of a movement. Those who participate in this movement will be promoted at the earliest.” This address had a positive effect on the employees. Both the problems of the company disappeared very soon. Mr. Hyder proved to be a good leader.</p> <p>Identify by quoting lines, the two principles of management mentioned in the above paragraph and give their meaning.</p>	4
16.	<p>Miss. Anna has recently been appointed General Manager of “ Rima Auto Parts Ltd”. Immediately after appointment, she undertook a round of the factory. She found that stationery is not at its specific place in the office nor are the employees available at their proper place. She realized that everything there was in a state of chaos.</p> <ol style="list-style-type: none"> <li>i. What principle of management highlighted here? Clarify.</li> <li>ii. What affect this situation will have on the objective of the company?</li> <li>iii. What suggestion will you give for improving this situation?</li> </ol>	4
17.	<p>Miss. Nikitha is the production Manager of “ Ajin Milk Products Pvt. Ltd”. The company is producing several milk products. Various alternatives for producing each product. It is the endeavor of Miss. Nikitha that best and cheap alternative is adopted in production. She has made a special arrangement in her department. According to it, a proper place will be earmarked for everything used in the production department. She has also directed the employees of the department that everything should be available at its decided place. There is a provision for awarding punishment to those who ignore this direction. All activities of Miss. Nikitha’s department are closely related to each other. To maintain balance among them she makes special efforts so that there is no obstruction in production.</p> <ol style="list-style-type: none"> <li>i) Which technique of scientific management is being practiced by the</li> </ol>	4

	<p>company in the above paragraph?</p> <p>ii) Quoting the lines, identify that function of the management which is called Essence of Management.</p> <p>iii) Which principle of Henry Fayol is being followed by the company?</p>	
18.	<p>Godwin Fair deal Limited is a famous services providing company. Mr. Mevin is its Managing Director. He continuously motivates his Research and Development Department that new and latest methods of doing work to be explored. Provision has also been made to give reward to those employees who will participate in a particular exploration. He also believes that two groups working on managerial and non-managerial posts are similar to two wheels of an organizational vehicle. If this vehicle (organization) is to be driven in a right way then both the wheels should be properly aligned. Mr. Mevin is a successful leader. Among his employees, he has installed the feeling that no decision will be taken without consulting the subordinates. To excel, the other companies in this field, is the main motive of Mr. Mevin. Paying attention to training is the secret of the company.</p> <p>Identify by quoting the lines four principles of scientific management as mentioned in the above paragraph.</p>	6
19.	<p>Miss. Devika and Miss. Shahana are friends. Both have completed their MBA course. Currently they are employed, at equal level, in a Multi – National Company. Devika is Deputy Manager in “Kidswear Division” and Shahana is Deputy Manager in “Ladieswear Division”. Mr. Pretham is their boss. In order to please his boss, Devika plays a role of “Yes Man”. On the other hand, Shahana says “Yes” only for reasonable matters. She unhesitatingly refuses any wrong action of her boss. At the end of the year, when the performance of both of them was evaluated, then Shahana’s performance stood better than that of Devika. In spite of all this, Mr. Pretham decided to promote Devika. Behind this decision, the consideration of the boss was: being a lady, Shahana will not be able to take as yet the responsibility of a higher post. So, let her stay where she is at present.</p> <p>Identify which Principle of Management has been violated by the company.</p> <p>Quoting the lines, identify those values which have been ignored in the above paragraph.</p>	6
20.	<p>Miss. Nandana and some of her friends are completing their MBA course, established a company under the name and title of “Thane Ltd”. The company manufactured LED Bulbs. It was the keen desire of Miss. Nandana true the name (Thane) of her company. In order to achieve her main objective, she concentrated on these points: to make employment opportunities available, to protect the environment from pollution and to sell good quality products at a reasonable price.</p> <p>To begin with Mr. Nandana and his friends concentrated on price fixation. For this purpose, they tried to find out as to what would be the labour cost per unit. They also wanted to know about the number of laborers that would be needed to achieve a given target of production.</p> <p>In order to well organize they formulated some rules. It was absolutely essential for each and every employee of the company to stick to these rules. It was also notified that those persons who gave suggestions regarding better performance of the company will be given a hearty welcome.</p> <p>Identify and give meaning of the following facts mentioned in the above paragraph by quoting the lines.</p> <p>a) Any single point regarding importance of management.</p>	6

	<p>b) One technique of scientific management.</p> <p>c) Two principles given by Henry Fayol.</p>	
21.	<p><b>BOARD QUESTION 2018 – 2019</b></p> <p>Vishesh completed his MBA at a reputed business school in Lucknow. He was impressed by the Principles and Techniques of Scientific Management developed by F.W. Taylor. On completing his MBA, he wanted to apply Scientific Management in his family’s business of fast food chain of restaurants named “Burger Mania”. His main goal was to reduce costs with increased output. To begin with, he wanted to develop a standard method which would be followed throughout the organization. So, he investigated traditional methods through work study and unified the best practices. The standard method, i.e. the best way of doing the job was then developed taking into account all participants right from the procurement of raw materials till the delivery of the final product to the customer. Vishesh also believed that each person should not only be scientifically selected but should also be given the required training to increase efficiency. For this, he set up a Special Training Unit called ‘ Hamburger’ in Bengaluru where the workers were given the required training to learn the best method. At the factory, the ingredients making up a burger were strategically placed to reduce the time taken for excess movements. The standard time and other parameters were determined on the basis of work study and Vishesh rewarded the workers for meeting the standard output.</p> <p>Now, Burger Mania’ has standardized processes, raw material, time, machinery, product and working conditions that ensure that the food they send out to their customers has the same high standards of excellence and level of quality in every chain or franchise.</p> <p>The application of Scientific Management to every aspect of restaurant operations led to ‘Burger Mania’s widespread success.</p> <p>Quoting the lines from the above, explain the Principles and Techniques of ‘Scientific Management’ used by ‘Burger Mania’.</p>	6