BUSINESS STUDIES CASE STUDY BASED QUESTIONS

**NATURE AND SIGNIFICANCE OF MANAGEMENT**

Read the following text and answer the following questions on the basis of the same:

Sana is the branch manager of ABC Handicrafts Pvt. Ltd. The company’s objective is to promote the sales of Indian handloom and handicraft products. It sells fabrics, furnishings, ready-mades and household items are made out of traditional Indian fabrics. Sana decides quantities, variety, colour and texture of all the above items and then allocates resources for their purchase form different suppliers. She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk. Although the products looked very attractive and impressive, they were relatively expensive on the front of affordability for an average customer. Sana suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control.

Q.1 “She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk.”

Which function of management is highlighted in this context?

(A)Controlling (B) Staffing (C) Planning (D)Directing

Q.2 In the above case “company’s objective is to promote the sales of Indian handloom and handicraft products.” The above line focus on which feature of management?

(A)Management is an intangible force (B) Management is a goal-oriented process (C) Management is pervasive in nature (D)Management is a continuous process

Q.3 With reference to the above case, at which level of management Sana is working? (A)Lower level (B) Top level (C) Middle level (D)Shop floor

Q.4 “Sana suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control.” Which function of management is highlighted in this context?

(A)Controlling (B) Staffing (C) Organising (D)Planning

**Principles of Management**

Read the following text and answer the following questions on the basis of the same:

After completing her Bachelors in Fashion Designing from a well-known college in France, Aditi has opened a boutique in a posh market in Kolkata. She has divided the work in smaller units and each employee is well trained to perform his/her task efficiently. The sales persons are allowed to close a deal with a buyer by giving a maximum of 5 percent discount, whereas the decision to give any further discount rests with Aditi as the final authority. In the earlier period of her business venture, employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, when the business was doing well, she honours her commitment by giving bonus to her employees. She also instructed her employees that communication from top to bottom should follow the official lines of command. However, she tends to be more biased towards her female employees, when it comes to solve the conflicts among employees.

Q .1 Aditi has divided the work in smaller units and each employee is well trained to perform his/ her task efficiently. Which principle of management is being followed here?

(a) Centralization and Decentralization (b) Division of work (c) Discipline (d) Order

Q .2 "The sales persons are allowed to close a deal with a buyer by giving a maximum of 5 percent discount, whereas the decision to give any further discount rests with Aditi as the final authority." Identify the principle of Management being followed here: (

a) Centralization and Decentralisation (b) Authority and Responsibility (c) Unity of Command (d) Unity of Direction

Q. 3 “Therefore, when the business was doing well, she honoured her commitment by giving bonus to her employees.” Which principle of management is being highlighted here?

(a) Discipline (b) Order (c) Remuneration to Employees (d) Unity of Direction

Q.4 Aditi tends to be more biased towards her female employees, when it comes to solve the conflicts among employees. Which principle is being violated here?

(a) Discipline (b) Order (c) Equity (d) None of these

**Business Environment**

Read the following text and answer the following questions on the basis of the same:

The name and taste of Coca-Cola is known to almost each and every individual in India as well as throughout the world. This carbonated soft drink holds the most market share in the soft drink market and got itself a special seat in each and every gathering. The Coca-Cola Company has on occasion introduced other cola drinks under the Coke name. The most common of these are Diet Coke, along with others including Caffeine free Coca-Cola, Diet Coke Caffeine free, Coca-Cola Zero Sugar, Coca - Cola Cherry, Coca-Cola Vanilla and the list goes on. It has capitalized on each and every opportunity to market itself effectively and place itself in the middle of every gathering. The main reason for such an outstanding placement of product goes to the way they have established the connection between every occasion and the need for Coke to be present there, product design and creative advertising.

Q.1 In the context of the above given case, identify one valid importance of Business Environment.

a) Enables a firm to identify opportunities and getting first mover advantage b) Uncertainty c) Delay in action d) Pervasive function

Q.2 Identify the feature of Business Environment which The Coca-Cola Company managed to get in their favour.

a) Complex b) Specific and general forces c) Futuristic d) Mental Exercise

Q.3 Which business environment did Coca-Cola majorly tap into? a) Technological Environment b) Social Environment c) Political Environment

**Planning**

Read the following text and answer the following questions on the basis of the same: Simplex limited had been taken over by Mundhra Group immediately following India’s independence. Since then, it enjoys a rich record of industry presence and experience. In 2005, with the aim to accelerate growth the company had gone through several rounds of meetings and discussions before launching ERP system to attract large projects. The management had done effective forecast and critical thinking regarding allocation resources to reduce wastage. For this purpose, the company had laid down multiple courses of action to meet the challenge of adverse situations. In 2008, the company suffered loss in many projects due to the great recession despite taking many cost cutting measures. The management had taken utmost care regarding the possible outcome and timely review of the plans to achieve the set target during that hard time. In 2010 the system implemented successfully which subsequently helped the company to execute numerous projects with precision and timeliness.

Q.1 “In 2005, with the aim to accelerate growth the company had gone through several rounds of Meetings and discussions.” What is the objective mentioned here according to the process stated here?

A. Developing Premises B. Growth & development C. Launching IT enabled system D. Cost cutting.

Q.2 “In 2008, the company suffered loss in many projects due to the great recession despite taking many cost cutting measures.” Which limitation of the management process is indicated here?

A. It fails to cope with sudden changes B. It involves huge cost C. It requires critical thinking d) Economic Environment

Q.4 “The management had taken most care regarding the possible outcome and timely review of the Plans to achieve the set target during that hard time.” Which is the last step of the Process mentioned here?

A. Implementation of plan B. Timely execution of projects C. Follow up D. To prepare alternative course of action

**Staffing**

Read the following text and answer the following questions on the basis of the same:

Mr. Vikas Goel is an H.R. Manager of “Sanduja Furniture Private Limited.” At the beginning of the new year, he anticipated that the company will need 30 new additional persons to fill up different vacancies. He gave an advertisement in the newspaper inviting applications for filling up different vacant posts. As many as 120 applications were received. The same were scrutinized. Out of these, conditions of 15 applicants were not acceptable to the company. Letters of regret, giving reasons, were sent to them. Remaining candidates were called for preliminary interview. The candidates called for were asked to fill up blank application forms. Thereafter, they were given four tests. The objective of the first test was to find out how much interest the applicant takes in his work. The objective of the second test was to find out ‘specialization’ of the applicant in any particular area. Third test aimed at making sure whether the applicant was capable of learning through training or not. The purpose of the fourth test was to find out how much capability a person has to mix-up with other persons, and whether he can influence other persons and get influenced by them.

Q.1 The purpose of the fourth test was to find out how much capability a person has to mix-up with other persons, and whether he can influence other persons and get influenced by them. Which tests is indicated in this situation.

A. Personality Test B. Intelligent Tests C. Aptitude Test D. Trade Test

Q.2 At the beginning of the new year he anticipated that the company will need 30 new additional persons to fill up different vacancies. Identify the first step of staffing.

A. Placement and Orientation B. Training and Development C. Recruitment D. Estimating Manpower Requirement

Q.3 From the given lines, ‘Out of these, conditions of 15 applicants were not acceptable to the company.’ Letters of regret, giving reasons, were sent to them. Which aspect of staffing is highlighted in the statement?

A. Recruitment B. Selection C. Training D. Education

Q.4 The applicants were given four tests like intelligent test to interest test after filling up blank application form. Identify which step of selection process was followed by the management. A. Selection Decision B. Selection Tests C. Job Offer D. Medical Examination

**Directing**

Read the following text and answer the following questions on the basis of the same:

Mr. Sunil Diali is a safety officer in a reputed PSU sector ECL. He supervises the workers towards the predetermined goals of the organisation and directs how to eradicate unsafe practices of inundation, fire breakouts, existence of inflammable gases etc. On one such instances there was huge fire breakout in the underground mines and the workers morale was down and demotivated because of several risk hazards. Mr. Diali observed the whole situation and consulted with all his workers and constantly monitored, guided and inspired them to integrate their efforts and accept the situation as a challenge and take adequate safety measures for fire extinguish and equity shareholders. He also apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax-deductible expense for computation of tax liability. After due deliberations with Mr. Ghosh, Mr. Bose decided to raise funds from a subsidizing its effects. Thereby, production turnover was outstanding and outperformed other subsidiaries Mr.Diali was recognised with Bravery Award from CIL.

Q.1 Mr. Diali worked towards predetermined goals of the organization. Which important function of directing is addressed here?

A. Means of motivation B. Initiates action C. Facilitate change D. Brings stability

Q.2 Mr. Diali consulted with all his workers, he listened to their opinions. Which form of leadership is identified here? A. Laissez-faire B. Autocratic C. Democratic D. Free-rein

Q.3 Bravery award is form of non-financial incentive.

A. Status B. Job security C. Career Advancement D. Employee recognition

Q.4 Under Maslow’s hierarchy need theory which need of Mr. Diali has been met through respect and recognition among other employees?

A. Self – Actualization need B. Safety and security needs C. Esteem needs D. Physiological needs

**Consumer Protection**

Read the following text and answer the following questions on the basis of the same:

Piyali purchased an ISI marked Heater from Bharti Appliances. She made Cash Payment. But failed to get a Cash Memo. While making use of the heater she observed that it was not working properly. She contacted the shopkeeper immediately and told him the problem. Shopkeeper paid no heed to her complaint. Rather he marked that the goods in question were not bought from his shop. Piyali had no evidence of proving that the heater was purchased from his shop only. She discussed the problem with her friend. Sohini who advised her to approach Consumer Forum and lodge the complaint. Piyali was convinced with the idea of lodging the complaint against the shopkeeper but due to lack of cash memo it was difficult for her to proceed

Q.1 Identify the Right to the consumers are referred to in the above paragraph.

A. Right to be Informed B. Right to Safety C. Right to be Heard D. Right to Choose

Q.2 Identify the responsibility of the consumer are referred in the above case.

A. Quality Conscious B. Must Obtain Cash Memo C. Cautious Consumer D. Ready to Lodge Complaint

Q.3 Piyali cannot lodge a complaint against the shopkeeper. Why?

A. She do not have the right B. She was aware of the fact C. She does not have the Cash Memo D. She was happy with the product

Q.4 Under which Act Piyali can seek to protect the rights being a consumer?

A. ConsumerProtectionAct,1986 B. ConsumerProtectionAct,1968

C. TheIndianContractAct,1872 D. The competitionAct,2002