

**GURU GOBIND SINGH PUBLIC SCHOOL
SECTOR V/B, BOKARO STEEL CITY**

Assignment for Board Exam 2019

Subject: Business Studies (XII)

1. Define management and explain its objectives.
2. "Lack of proper management results in wastage of time, money and efforts". In the light of this statement explain the importance of management.
3. Science is a systematized body of knowledge that explains certain general truths or the operation of general laws. In the light of this statement, describe whether management is a science or not.
4. "The skillful and personal application of existing knowledge to achieve desired results is called art"; in the light of this statement describe whether management is an art or not.
5. What is meant by 'coordination?' explain why coordination is important in an organization.
6. Is management is a full fledged profession? Give reasons in support of your answer.
7. Describe the functions of management.
8. Name the levels of management and explain the functions of each level.
9. 'Coordination is a synchronization of group efforts to achieve organisational objectives'. In the light of this statement highlight features of coordination.
10. Name the principles of the management developed by Fayol and explain them.
11. Explain any five characteristics which reflect the nature (features) of principles of management.
12. Explain by giving any five reasons why proper understanding of management principles is necessary?
13. Explain any five techniques of scientific management.
14. Explain any five principles of scientific management.
15. Principles of Taylor and Fayol are mutually complementary. Discuss.
16. What is meant by 'business environment'? Describe any five features of it.
17. How does understanding of business environment help the managers? Explain.
18. When government policy changed, it laid some positive and negative impact on the business. Discuss some of them.
19. Give the meaning and features of the following-
 - a) Demonetization
 - b) Liberalisation
 - c) Globalisation
 - d) Privatisation
20. Discuss the various dimensions of business environment.
21. Explain the followings-
 - a) Planning Process
 - b) Organising Process
 - c) controlling Process
 - d) Staffing Process
 - e) Selection Process
 - f) Recruitment Process
22. Define 'Planning' and explain its importance.
23. Explain any five features of planning.
24. Explain any five limitations of planning.
25. Describe the various types of plans.
26. Define organising and describe its importance.
27. Distinguish between -
 - a) Functional Structure and Divisional Structure of organisation
 - b) Formal Organisation and Informal Organisation
 - c) Delegation and Decentralisation
 - d) On the job training and off the job training methods
 - e) Financial and Non-financial incentives
 - f) Capital market and Money market
 - g) Primary market and Secondary market
 - h) Marketing and Selling
28. Explain in brief the elements of the following-
 - a) Delegation of authority
 - b) Directing
 - c) Marketing Mix
 - d) Promotion

29. Explain in brief the factors affecting the following-
 - a) Investment Decision
 - b) Financing Decision
 - c) Dividend Decision
 - d) Capital Structure
 - e) Fixed capital requirement
 - f) Working capital requirement
 - g) Price of a product
30. Define Staffing and explain its importance.
31. "Staffing is a part of Human Resource Management". Discuss.
32. Discuss the various sources of recruitment.
33. "Directing is the heart of management". Discuss.
34. 'Coordination is the essence of management'. Discuss.
35. Define supervision and explain the functions of a supervisor.
36. Explain 'Maslow's hierarchy of needs'.
37. Define leadership and explain various styles of it.
38. Describe in brief various barriers of effective communication and also state how to overcome these barriers.
39. Define controlling and explain its importance.
40. Discuss the relationship between planning and controlling.
41. Define financial management and explain its objectives.
42. Describe the role of financial management.
43. What is financial planning? Explain its importance.
44. What do you mean by financial markets? Explain its types.
45. What do you mean by money market? Explain in brief the instruments traded in money market.
46. Describe the methods flotation in the primary market.
47. What is capital market? Explain its type.
48. Define stock exchange and explain its functions.
49. Explain the trading procedure in a stock exchange.
50. State the objectives of SEBI.
51. Describe the functions of SEBI.
52. Define marketing management and explain its objectives.
53. Discuss various marketing functions.
54. Describe in brief the marketing management philosophies.
55. Give the meaning and features of the following -
 - a) Branding
 - b) Labelling
 - c) Packaging
56. What is personal selling? Explain the qualities of a good salesman.
57. Describe various techniques of sales promotions.
58. What is channel of distributions? Explain the factors to be considered while selecting a channel of distribution.
59. What is meant by public relation? What is its role?
60. Explain the types of channels of distribution.
61. Explain the role of advertising in marketing management.
62. What are the objections to advertising?
63. What do you mean by consumer protection? Explain its importance.
64. Describe the rights of consumers according to Consumer Protection Act 1986.
65. Describe the responsibilities of consumers.
66. Explain the role of consumer organizations and NGOs.
67. What is meant by consumer? Who can file a complaint against whom?
68. State the reliefs available to a consumer under the provision of CPA, 1986.
69. How are consumer grievances redressed by the three tier machinery under CPA, 1986? Explain.
70. Define communication and distinguish between formal and informal communication.