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Grade : XII Commerce	Subject : Business Studies	
Date:	Empower 1 Practice Worksheet	Chapter No. 1,2,3,4,5,6,7

- Identify the technique of sales promotion used by the company in the following cases:
 - Purchase goods worth ₹ 90,000 and get a holiday package of ₹10,000 free.
 - A company offers 40% of extra glucose in a pack of 1 Kg.
 - A mobile company offers a discount of ₹2,000 to clear off excess inventory. 5
 - A company offers a pack of 1 Kg of tea with a purchase of 5 kgs of sugar
 - On return of the wrapper, a customer gets ₹5 off on purchase of the same product.
- State whether it's true or false.
 - Planning is the first step of functions of management.
 - Every formal organization has Informal organization within.
 - The scope of 'Recruitment' and 'Selection' is same.
 - Training and development techniques are same for all types of level of employees.
 - Product concept method emphasis more on qualitative product.
- Name the 'on-the-job' method of training that is used to give training to plumbers.
- Define Marketing Management.
- Define 'Grading' as a function of marketing.
- Delegation is not a process of abdication. Comment
- State any four characteristics of good brand name.
- State any four functions of Packaging.
- Differentiate between Functional structure and Divisional structure. Or 6 Distinguish between Formal organization and Informal organization.
- Progress Ltd. Is facing difficulties in introduction of machinery of latest technology as they are facing resistance from the informal groups who are pressurizing the members to work against organizational interests. As the Human Resources manager of the company would you advise the management of the company to confront them or give them some other suggestion to deal with the informal groups.
- State any three functions of a supervisor.
- Bye-Bye Motors recently informed the media about its aim to train up to 4000 people in the next 3 years in the skills associated with automobile industry as part of its program to provide technical and vocational education for unemployed youth. The firm has already started the program in collaboration with Automobile Skill Development Council. This news in the media has helped the firm in promoting its image in the eyes of the public and consumer activist groups. A. Why is it important for the company to satisfy the public and the consumer activist groups. Give reasons. B. Which departments in the firm can be given the responsibility to disseminate information and build goodwill of the firm?
- Saksham Ltd. a firm manufacturing textiles, wished to diversify their business. They were considering two options, either to diversify into manufacturing tooth-paste or switches. They wanted to invest in the purchase of land, to set up a manufacturing unit in the backward areas of Gujarat, which would also lead to the generation of employment opportunities in the area, but only after fulfilling all legal requirements and taking appropriate steps to ensure that the environment was not polluted. The finance manager of the company, Mr. Ramakant was asked by the management to prepare a report on the factors which should be considered while making the above investment decision. A. State any two factors that Mr. Ramakant would give in his report. B. Also state any one reason which makes it important for the above decision to be made carefully. C. And state two values being fulfilled by Saksham Ltd.
- "Put simply, decentralization refers to delegation of authority throughout all the levels of the organization." In the light of the above statement give the meaning of and difference between Delegation of authority and decentralization.
- At what level of management coordination is required?

15. Which technique of Taylor is insisting for paying higher wages to efficient employees?
16. Celebration of valentine day has provided significant opportunities for greeting card companies. Identify the environment dimension.
17. Explain the technique-‘Standardization’ given by Taylor.
18. What will be the consequences if a salesman get order from two bosses? Which principle is violated here?
19. Explain motion study and fatigue study.
20. What is the basic difference between efficiency and effectiveness. Explain with example.
21. Give one example of each type of plan.
22. Narrate the planning steps in detail.

