

chapter-4

HOTS

1. Identify the type of plan, which is usually set by the top management and specifies the end points towards which all business activities are directed. Also give difference between this plan and policies.
2. Employees of dramatic international have to strictly follow the plans designed by the top level. It restricts their initiative. Discuss the limitation of planning indicated the given statement?
3. 'Developing premises' is the second step in the process of one of the management functions. Identify the management function and discuss its various steps.
4. "Through planning is an important tool of management, yet it is not a remedy for all types of problems." Do you agree with this statement? Give any five reasons in support of your answer.

OR

Why does planning sometimes fail in spite of the best efforts of management?

5. Maruti started offering a discount of Rs. 20,000 on purchase of Wagon R. In response to this, Hyundai started with a scheme of free MP3 Player with every Santro. Identify the type of plan indicated in the given statement.
6. "Dreams can be turned into reality if business thinks in advance what to do and how to do." Discuss the various features of management function highlighted in the given statement?
7. A Company needs a detailed plan for its new project. 'Construction of a Shopping Mall'. What type of plan is it?
8. Wizcraft industry has decided to make all payments above one lakh rupees by cheque. Identify and explain the type of plan highlighted in the given statement.
9. "Planning helps the management to anticipate the future and prepare for the risks by making necessary provisions." It indicates one of the merits of planning. Identify and explain it.
10. A company is manufacturing garments. The manager wants to increase the profits by:
 - Purchasing new high speed machines, or
 - Increasing the sale price, or
 - Using waste material in manufacturing stuffed toys.

He decided that 'using waste material' to increase the profit is the best solution for him.

- a) Identify the concept of management involved.
 - b) Mention the steps involved in the above process.
 - c) To complete the process of the concept identified in (a), what further steps does the manager have to take?
11. Nayyar Electronics is thinking of selling new television sets under an exchange scheme. What type of plan is it?

OR

ITC Ltd. decides to advertise its products on FM channels of radio. What type of plan it is?

12. Which type of plan is highlighted in each of the following statements?
- a) Alcohol is not permitted within the factor premises.
 - b) Company follows the practice of hiring employees who are above 18 years of age.
 - c) They are the ends which the management seeks to achieve through its operations.
 - d) A company follows sequential steps for purchase of goods.
 - e) Any employee found logging to any social networking site in the office will be subject to strict disciplinary action.
 - f) These are general statements that channelize energies towards a particular direction.
 - g) It provides the prescribed manner in which a task has to be performed.
 - h) 10% jobs reserved for women in every department.
 - i) Strict penal actions against anyone who uses office stationary for personal use.
 - j) It facilitates comparison of actual results with the planned ones.
 - k) A discount of 10% will be offered to all the customers buying goods worth Rs. 20,000 and more.

IDENTIFY THE CONCEPT:

13. Identify the type of plan in the following cases:
- 1) They are strict and there is no scope for discretion.
 - 2) It is formulated after considering business environment.
 - 3) They are standardized ways of doing repetitive and routine jobs.
 - 4) Library will issue the books for 7 days.
 - 5) It shows the expected result in numerical terms.
 - 6) These are the steps to be carried out within a broad policy framework.
 - 7) They are enforced to maintain discipline and to avoid chaos.
 - 8) It serves as a control device to measure actual performance.
 - 9) They must be expressed in specific terms and should have a limit time.
 - 10) Girls will be given a rebate of 5% in cut off for admission in the college.
 - 11) It involves preparing oneself for meeting unforeseen factors.
 - 12) It refers to sequence of steps needed to perform an activity.
 - 13) They are rigid and their violation leads to disciplinary action.
 - 14) It is a combination of objectives, policies, procedures, rules, etc.
 - 15) FIFO or LIFO can be used for valuation of stock.

CASE STUDY

14. An auto company C Ltd. is facing a problem of declining market share due to increased competition from other new and existing players in the market. Its competitions are introducing lower priced models for mass consumers, who are price sensitive. For quality conscious consumers, the company is introducing new models with added features and new technological advancements.
- a) Prepare a model business plan for C Ltd. Specify the type of plan, you will prepare.
 - b) Identify the limitations of such plan.
 - c) How will you seek to remove these limitations?

VERY SHORT ANSWER TYPE QUESTIONS

15. One of the functions of management is considered a base for all other functions. Name that function.

OR

Which management function bridges the gap between where we are and where we want to go to?

16. 'Planning eliminates changes/ uncertainties.' Do you agree? Give reason in support of your answer.
17. A company wants to increase sales by 10%; the alternatives may be adding more line of products; offering discount; increasing expenditure on advertisement etc. Which steps of planning process is being discussed?
18. Increasing sales by 10% or earning profits of 20% is an important type of plan. Identify the type of plan.
19. Name the type of plans in which the move of competitors is considered.

OR

"A Ltd. started offering discount on its product to compete with offer of free gift by the rival company." What type of plan is it?

20. "No admission to students getting less than 60%." What type of plan is it?

OR

"Reserve 10% seats in IIT examination for girls." What type of plan is it?

21. In which type of plan, sequence of activities is determined to complete a job?
22. "All the employees are strictly required to switch off the lights after work." What type of plan is it?

OR

What type of plan is 'No Smoking in Business Premises'?

23. Is it true to say that there is no penalty for violation of policy and rules?
24. 'Planning always leads to success.' Do you agree? Give reason in support of your answer.