

efforts of the workforce. At which level of management was he working? State one more function performed at this level.

- Q16.** Why is coordination known as the essence of the management?
- Q17.** 'Interdependence of different processes' is one point of the importance of coordination. Clarify.
- Q18.** Management is a complex activity that has three main dimensions. Explain these dimensions.
- Q19.** 'Science is a systematized body of knowledge that explains certain general truths or the operation of general law.' In the light of this statement, describe management as a science.
- Q20.** Mr. Solution, who is an MBA, has been appointed at the post of general manager in Saregama Ltd. Company. Just after his appointment, he took a decision to set up a chemical plant near a residential colony. After some time, another important decision regarding the amount of charity being given annually to educational and religious institutions was withdrawn giving the justification that it was an unnecessary burden on the company. More emphasis was given to the share of the company in the market and in search of modern procedures. Apart from this, a long time labour dispute was resolved by taking a balanced decision.
- Tell whether Mr. Solution is at fault?
 - If yes, where does the fault lie?
 - How can the mistake be amended?
- Q21.** Mr. Pradeep is working at the post of sales manager in Surabhi Tel ltd. Last year, the targeted sales increased to 20,000 units from the earlier target of 18,000 units. He achieved this very easily. To achieve this, he increased the expenditure on advertisement to almost double the previous amount.
- Did sales manager perform his duty effectively and efficiently?
 - if not, then how?
- Q22.** Is there any difference in planning, organizing, staffing, directing and controlling of various organizations such as school, club, restaurant, and a steel plant? To which characteristic of management is this case related?
- Q23.** Ms. Bharti passed her M.B.B.S. examination in the first division in 2008. Later on in the year 2011 she passed her M.S. examination as an eye specialist. She was awarded a gold medal in examination. After completing her studies she joined a big hospital as an eye surgeon. She is performing ten operations successfully everyday. Now tell, what aspect of Ms. Bharti's above experience is a science and what aspect is as an art?
- Q24.** Mr. Amol Khan passed his B.Sc. (non medical) examination in the year 2008. After this he successfully ran the business of his father. Suddenly, he thought of seeking employment. He got the job of finance manager in a company on the basis of his knowledge, experience and proficiency. He is doing his job successfully.
- Now tell, is the appointment of Mr. Khan as a manager valid?
 - Was it not necessary for him to do MBA or some other course for his job?
- Q25.** What is meant by coordination? State its any four features.

CHAPTER -2 (PRINCIPLES OF MANAGEMENT)

Answer the following questions:

- Q1.** Which technique of Taylor is the strongest motivator for a worker to reach standard performance?
- Differential piece wage rate system
 - Functional foremanship
 - Method study
 - Standardization of work
- Q2.** In Supriya Ltd., an employee has the objective of maximizing his salary, but the organizational objective is to maximize output at competitive cost. Due to this, there was some dispute on this for a while. Eventually, the organization's interest was given priority over employee's interest. Name the principle related to this situation.
- Division of work
 - Centralization and Decentralization

- c. Unity of Command
- d. Subordination of individual interest to general interest

Q3. Instead of communicating to the immediate superior, an employee directly contacts the director of the company to pass on some important details of work. Which management principle is being violated?

- a. Unity of direction
- b. Unity of command
- c. Discipline
- d. Scalar chain

Q4. Management should find 'One best way' to perform a task. Which technique of scientific management is defined in this sentence?

- a. Fatigue study
- b. Motion study
- c. Time study
- d. Method study

Q5. The marketing manager has allowed sales manager to give 8% discount, while finance department has ordered the sales manager not to offer more than 5% discount. Which principle of management is being violated?

- a. Discipline
- b. Authority and responsibility
- c. Unity of direction
- d. Unity of command

Q6. Match the Personnel under Production Incharge in Column I with their Responsibilities in Column II.

	Column I		Column II
a.	Speed boss	i	Keeping machines and tools, etc. ready for operation by workers.
b.	Gang boss	ii	Ensuring proper working condition of machines and tools.
c.	Repair boss	iii	Checking the quality of work.
d.	Inspector	iv	Timely and accurate completion of job.

- a. a. iv, b. i, c. ii, d. iii
- b. a. i, b. ii, c. iii, d. iv
- c. a. iv, b. ii, c. i, d. iii
- d. None of these

Q7. ____ foreman has to ensure proper working condition of machines and tools.

- a. Repair boss
- b. Inspector
- c. Speed boss
- d. Gang boss

Q8. ____ principle of scientific management says that each job performed in the organisation should not be on intuition.

- a. Harmony, not discord
- b. Cooperation not individualism
- c. Science not rule of thumb
- d. None of the above

Q9. According to principle of 'Cooperation, Not individualism; competition should be replaced with _____.

- a. Cooperation
- b. Management
- c. Coordination
- d. Harmony

Q10. While practicing principles of management _____ cannot be neglected as business have to fulfill social and ethical responsibility towards society.

- a. Techniques
- b. Programmes
- c. Actions
- d. Values

Q11. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A) : Management principles can be used in similar situations in large number of cases.

Reason (R) : They establish relationship between cause and effect and thus help in predicting the outcome of managerial actions.

- a. Both Assertion (A) and Reason (R) are correct.
- b. Assertion (A) is wrong but Reason (R) is correct.
- c. Assertion (A) is correct but Reason (R) is wrong.
- d. Both Assertion (A) and Reason (R) are wrong.

Case based questions

Q12. Read the extract given below and answer the questions on the basis of the same :

One of the techniques of scientific management calls for using the best method of each activity in the organisation. This best method must be selected through application of scientific analysis and not by intuition or hit and trial methods, says one of the principles of scientific managements. Moreover, one other principle of scientific management emphasises that "to make the employees learn 'the best method' of production, training of workers is essential". It further emphasises that each person should be scientifically selected and the work assigned to the employees should suit their physical, mental and intellectual capabilities."

If physical, mental and intellectual capabilities of employees are to be harnessed to the maximum, then they must be given adequate breaks and rest in between their work as well.

- i Name the technique of scientific management highlighted in the given line of the extract, "one of the techniques _____ organisation".
 - a. Method study
 - b. Time study
 - c. Fatigue study
 - d. Motion study
- ii Name the principle of scientific management highlighted in the given line of the extract, "This best method _____ scientific management".
 - a. Science, not rule of thumb
 - b. Harmony, not discord
 - c. Cooperation, not individualism
 - d. Development of each and every personnel to their greatest efficiency and prosperity
- iii Which principle of scientific management is highlighted in the given line of the extract, "moreover, one other _____ intellectual capabilities"?
 - a. Science, not rule of thumb
 - b. Harmony, not discord
 - c. Cooperation, not individualism
 - d. Development of each and every personnel to their greatest efficiency and prosperity
- iv Which technique of scientific management is highlighted in the given line of the extract, "If physical, mental _____ as well"?
 - a. Time study
 - b. Method study
 - c. Fatigue study
 - d. Motion study

Q13. The production manager of ABC Ltd. instructs a salesman to go slow in selling the product, whereas the marketing manager is insisting on fast selling to reach the target. Which principle of management is being violated in this case? State any two consequences of the violation of this principle.

- Q14.** Hina & Harish are typists in a company having the same educational qualification. Hina is getting ₹ 3000 per month and Harish is getting ₹ 4000 per month as salary for the same working hours. Which principle of management is violated in this case? Name and explain the principle.
- Q15.** Which technique of Taylor acts as the strongest motivator for a worker to reach standard Performance? Explain.
- Q16.** Mohan, a manager, very often speaks to people at all levels, passing on instructions regarding his department and also the other departments. Which principle is overlooked here and why? Give one violating effect.
- Q17.** Explain briefly 'Initiative' and 'Esprit de Corps' as principles of general management.
- Q18.** Mohan, a manager expects his subordinates to adapt to the new environment and working conditions without giving them time to settle down. Which principle is overlooked here and why? Give one violating effect.
- Q19.** In a particular company, no importance has been attached to the suggestions given by subordinates. In 2007, the company appointed Mr. Lotus as its Chief Executive Officer. He was an MBA degree-holder from IIM Ahmedabad with an experience of a decade. On assuming the charge of his office he started a sort of campaign asking for the suggestions from every big or small employee of the company. In a very short time, there were about 1000 suggestions. After studying them intensively about 1500 suggestions were implemented in different fields. This campaign fetched the company an additional profit of ₹ 50 crore.
- What principle of management will have been working behind Mr. Lotus's thinking?
 - What will be the effect of implementing these suggestions on the employees?
- Q20.** 'Taylors's principles of scientific management and Fayol's principle of management are mutually complementary.' Do you agree with this view? Give any four reasons in support of your answer.
- Q21.** Explain the following principles of management:
- scalar chain
 - Harmony, not discord
- Q22.** Explain any four points highlighted the nature of principles of management.

CHAPTER -3 (BUSINESS ENVIRONMENT)

Answer the following questions:

- Q1.** Which of the following is not a component of specific forces of business environment?
- Technological conditions
 - Customers
 - Employees
 - Investors
- Q2.** "Even after opening up of the Indian Economy in 1991, foreign companies found it extremely difficult to cut through the bureaucratic red tape to get permits for doing business in India, which created a negative impact on business." Identify the dimension of the business environment which led to creation of the negative impact on business.
- Social environment
 - Technological environment
 - Political environment
 - Legal environment
- Q3.** "The increase in the demand for many Ayurvedic medicines, health products and services in the past few months, is related to the need for building immunity and an increased awareness for healthcare due to the spread of Corona Virus." Identify the feature of business environment being discussed in the given lines.
- Specific and general forces
 - Inter - relatedness
 - Relativity
 - None of the above
- Q4.** Statutory warning of "Tobacco is injurious to health' on the Tobacco pouch is an example of -
- Social environment
 - Technological environment
 - Political environment
 - Legal environment

Q5. "The increase in demand for masks, sanitizers, hand gloves in the past few months is related to the increased awareness for healthcare due to spread of the Corona Virus". Identify the feature of business environment being described in the given lines.

- a. Specific and general forces
- b. Relativity
- c. Inter - relatedness
- d. Complexity

Q6. Match the 'features of business environment' in Column I with the 'appropriate explanation' in Column II.

	Column I		Column II
a.	Complexity	i	Very difficult to predict future happenings
b.	Specific forces	ii	Easier to understand in parts but difficult to grasp in its totality
c.	Uncertainty	iii	Affect individual enterprises directly and immediately

- a. a. ii, b. iii, c. i
- b. a. iii, b. ii, c. i
- c. a. i, b. iii, c. ii
- d. None of these

Q7. _____ shakes the confidence among the business people to invest in the long-term projects.

- a. New innovations
- b. Political instability
- c. Technological improvement
- d. Change in preference of customers

Q8. _____ best indicates the importance of business environment.

- a. Identification
- b. Improvement in performance
- c. Coping with rapid changes
- d. All of the above

Q9. "The conditions in business environment keeps on changing". _____ characteristic of business environment is being highlighted.

- a. Totality of external forces
- b. Complex
- c. Relativity
- d. Dynamic

Q10. Which of the following is not an aspect of the social environment?

- a. Rates of savings & investments
- b. Composition of family
- c. Educational system & literacy rates
- d. Life expectancy

Q11. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A) : Bajaj Auto made considerable improvements in its two wheelers when Honda and other companies entered the auto industry.

Reason (R) : It studied its business environment which helped it to identify such opportunities of making improvements and innovations and thus get the first mover advantage.

- a. Both Assertion (A) and Reason (R) are correct.
- b. Assertion (A) is wrong but Reason (R) is correct.
- c. Assertion (A) is correct but Reason (R) is wrong.
- d. Both Assertion (A) and Reason (R) are wrong.

Case based questions

Q12. Read the extract given below and answer the questions on the basis of the same :

Amit and Mohit after finishing their graduation under vocational stream decided to start their own travel agency which will book Rail tickets and Air tickets on commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with Professor Mr. Kashyap who liked the idea and suggested them to first analyse the business

environment which consists of investors, competitors and other forces like social, political, etc. that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance. He emphasized on making plans keeping in mind the threat posed by the competitors, so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance.

- i Identify the component of business environment highlighted in the above paragraph.
 - a. Social
 - b. Economic
 - c. Technological
 - d. Legal
- ii "They discussed the idea with their Professor Mr. Kashyap who liked the idea and suggested them to first analyze the business environment which consists of investors, competitors and other forces like social, political, etc. that may affect their business directly or indirectly". Identify the feature of business environment highlighted in these lines.
 - a. Specific and general forces
 - b. Relativity
 - c. Inter - relatedness
 - d. Dynamic nature
- iii "He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance". Identify which of the following point highlights the importance of business environment in the above lines.
 - a. It helps the firm to cope up with rapid changes.
 - b. It helps the firm to identify threats and early warning signals.
 - c. It is dynamic in nature
 - d. It helps in improving performance
- iv "This alignment of business operations with the business environment will result in better performance." Identify which of the following point highlights the importance of business environment in the given lines.
 - a. It helps in planning and policy formulation
 - b. It helps in improving performance
 - c. It helps in tapping useful resources
 - d. It helps in coping up with rapid changes

Q13. "The understanding of business environment helps the managers to identify "Threats." What Is meant by 'Threats' here?

Q14. "The understanding of business environment enables the firm to identify opportunities." What Is meant by 'opportunities' here?

Q15. Business Environment includes both 'specific and general forces'. List any four general forces.

Q16. Why does a country take the step of Demonetization?

Q17. Beni, after completing her MBA, took up a job with a multinational company named 'Fortio'. The company was paying good salary and perks to its employees. The wages were within the paying capacity of the company that provided the employees a reasonable standard of living. The company also had a good work-culture and the behavior of superiors was very good towards their subordinates. Beni was very happy in this organization, but due to long working hours she did not have time to cook her meal. She had to depend upon outside food, which was deteriorating her health. She observed that this problem was faced by many of her colleagues, not only in her company but also many other companies. This was because of increase in the number of working women and

non-availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office goers at a reasonable price.

At the end of the day she was also distributing the left-over food in the nearby night-shelters.

- i. State the dimension of business environment being discussed above.
- ii. State the principle of management being followed by 'Fortio'.
- iii. Identify any two values being communicated by the company to the society in the above case.

Q18. Mr. Ajay after completing MBA from USA came to India to start a new business under the banner Ecom Creations Ltd. He launches a new product in e-learning for Senior Secondary School students in Commerce stream, which already has an established market in UK and USA but not in India. His business starts flourishing in India. Now more Indian companies entered into the market with other subjects also. Identify and quote the lines from above para which highlight the significance of understanding business environment.

Q19. What do you understand by the term 'Demonetization'? Explain its features.

Q20. Why is understanding of business environment important for managers? Explain with the help of any four points.

Q21. How would you argue that the success of a business enterprises is significantly influenced by its environment?

CHAPTER-4 (PLANNING)

Answer the following questions:

Q1. "Planning helps the management to anticipate the future and prepare for the risks by making necessary provisions." It indicates which one of the merits of planning?

- a. Planning promotes innovative ideas
- b. Planning facilitates decision - making
- c. Planning reduces risks of uncertainly
- d. Planning establishes standards for controlling

Q2. As the head of a financial consultancy firm, Mohit formulates the objectives for the whole year for the firm. The departmental managers on the other hand prepare the plans for their respective departments. The feature of planning being described in the given lines is _____.

- a. Planning is futuristic
- b. Planning is pervasive
- c. Planning is goal - oriented
- d. Planning is a mental exercise

Q3. Which of the following is not an advantage of planning?

- a. Uniformity of action
- b. Flexibility of working
- c. Reducing risk and uncertainties
- d. Preventing misunderstandings and conflicts

Q4. It requires application of mind involving foresight, intelligent imagination and sound judgement. Which feature of planning is being highlighted?

- a. Planning is pervasive
- b. Planning is a mental exercise
- c. Planning is futuristic
- d. Planning involves decision - making

Q5. Planning functions are performed by :

- a. Top Management
- b. Middle Management
- c. Operative Management
- d. All of these

Q6. Match the following by choosing the correct option -

	Column I		Column II
a.	Anticipate Changes	I	Planning
b.	Planning decides in advance how work is to be done	Ii	Reduce the risk of uncertainty
c.	Establishes standards for controlling	Iii	Promotes innovation

- b. Assertion (A) is wrong but Reason (R) is correct.
- c. Assertion (A) is correct but Reason (R) is wrong.
- d. Both Assertion (A) and Reason (R) are wrong.

Case based questions

Q12. Read the extract given below and answer the questions on the basis of the same :

'Kiara Ltd.' is engaged in manufacturing of geysers. The target of the organisation is to manufacture 500 geysers a day. There is an occupational specialisation and no duplication of efforts in the organisation which promotes efficiency of employees.

Thus, the organisation has grown in size. But suddenly due to entry of an MNC, its market share is declining. To cope up with the situation, the CEO starts delegating some of his authority to the General Manager, who also felt himself overburdened and with the approval of CEO disperses some of his authority to various levels throughout the organisation.

After this action of the General Manager, the employees discussed about it and also about his behaviour towards them during a teabreak in the canteen.

- i. Which types of organisation structure is mentioned in the above paragraph?
 - a. Functional structure
 - b. Divisional structure
 - c. Both a. and b.
 - d. None of these
- ii. Identify the concept of management used by the General Manager.
 - a. Delegation
 - b. Decentralisation
 - c. Coordination
 - d. Planning
- iii. Which function of management is referred in the above paragraph?
 - a. Directing
 - b. Organising
 - c. Staffing
 - d. Controlling

Q13. Besides 'Effective management' and 'Employee development', delegation helps the organization in different ways. Enumerate any two such ways.

Q14. A company is manufacturing sewing machines set up in 1946 follows formal organization structure. It is facing a lot of problems such as delay in decision making. As a result , it is not able to adapt to the changing business environment . The work force is also not motivated, there is problem of red tapism and employees' turnover is high.

- i. Advise the company with regard to change it should bring about in its organization structure to overcome the problems faced by it.
- ii. Give reasons in terms of benefits it will derive from the changes suggested by you.
- iii. In which sector can the company diversify keeping in mind the declining market for the product the company is manufacturing?

Q15. Can a large sized organization be totally centralized or decentralized? Give your opinion.

Q16. What is meant by Functional Structure of an organization? State its any two advantages.

Q17. Sarthak Drugs Ltd. is engaged in the production of two drugs products – pain killers and beauty cosmetics. The Board of directors insist on adopting 'Functional Organizational Structure'. Are the directors right in their decision? Give reasons in support of your answer.

Q18. The directors of Gunjan Ltd , an organization manufacturing colour televisions , have asked their production manager to achieve a target production of 150 televisions per day. The Production manager has asked his foreman to achieve this target , but he did not give him the authority for the requisition of tools and materials from the stores department. The foreman could not achieve the desired target. Can the directors blame the production manager, and can the production blame his foreman for not achieving the target? Explain in brief the relevant principles relating to this situation in support of your answer.

- i. "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 test is indicated in this situation?
 - a. Personality Test
 - b. Intelligence Test
 - c. Aptitude Test
 - d. Trade Test
- ii "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. Estimating Manpower Requirement
 - c. Training and Development
 - d. Recruitment
- iii 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
- iv The applicants were given four tests after filling up blank application form. Identify which step of selection process was followed by the management.
 - a. Selection decision
 - b. Selection test
 - c. Job offer
 - d. Medical examination

Q13. A company is manufacturing paper plates and bowls. It produces 100000 plates and bowls each day. Due to local festival it got an urgent order of extra 50000 plates and bowls per day.

- i. Name the source of recruitment of labour the company needs to fulfill its order.
- ii. Explain any two merits of this method.

Q14. A major insurance company handled all recruiting, screening and training processes for data entry/customer service representatives. Their competitor was attracting most of the qualified, potential employees in their market. Recruiting was made even more difficult by the strong economy and the job seeker's market. This resulted in the client having to choose from candidates who had the soft skills needed for the job, but lacked the proper 'hard' skills and training.

- i. As an HR manager what problems do you see in the company?
- ii. How do you think it can be resolved?

Q15. An organisation provides security services. It requires such candidates who are reliable and do not leak out the secrets of their clients. What steps should be incorporated in selection process? Explain.

Q16. State the steps in the selection procedure, after the employment interview and before the job offer.

Q17. A company X Ltd is setting up a new plant in India for manufacturing auto components. India has highly competitive and cost effective production base in this sector. X Ltd is planning to capture about 40% of the market share in India and also export to the tune of at least \$5 million in about 2 years of its planned operations. To achieve these targets, it requires a highly trained and motivated workforce. You have been retained by the company to advise it in this matter.

- i. Which sources of recruitment the company should rely upon?
- ii. Which methods of training should company initiate?

Q18. The workers of a factory remain idle because of lack of knowledge of hi-tech machines . Frequent visit of engineers is made which causes high overhead charges. Suggest the method of training that should be given to the employees. Explain.

Q19. Sahil, the director of Garments Company, is planning to manufacture bags for the utilization of waste material of one of his garment unit. He decided that this manufacturing unit will be set up in a rural area of Odisha where people have very less job opportunities and labour is available at very low rate. He also thought of giving equal opportunities to men and women. For this he selected S. Chatterjee, Inderjeetkaur, Aslam and Sarabjeet as heads of sales, accounts, purchase and production

- Q7.** _____ communication takes place between one division and another.
- Horizontal
 - Vertical
 - Informal
 - None of these
- Q8.** The channel of communication which is transmitted through informal channels is called _____.
- Horizontal communication
 - Formal communication
 - Grapevine
 - Gang plank
- Q9.** _____ Maslow's need include factors such as self-respect, autonomy status, recognition and Attention.
- Esteem Needs
 - Self-Actualisation Needs
 - Affiliation/Belonging Need
 - Safety/Security Needs
- Q10.** _____ is a non-financial incentive.
- Recognition
 - Perquisite
 - Retirement benefit
 - Stock option

Q11. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A): Motivation is the technique used to motivate people in an organisation.

Reason (R): Negative motivation provides positive rewards like increase in salary, promotion, recognition, etc.

- Both (A) and (R) are correct.
- (A) is correct (R) is incorrect.
- Both (A) and (R) are correct and R is the correct explanation of (A).
- Both (A) and (R) are correct and R is not the correct explanation of (A).

Case based questions

Q12. Read the following text and answer the following questions on the basis of the same:

Zeba Ltd., an e-commerce company operating for the past 10 years, is a company which strongly believes in motivating its employees by offering them various incentives. It is so because they are very focused on their goals and objectives and want their people to improve their performance because there is a lot of competition in the market and Zeba Ltd. has the vision to become the market leader in the next 5 years.

Aman, who is an alumnus of IIM Ahmedabad and has done his specialization in Marketing, is a marketing employee employed with the company for the last 3 years has often been rewarded with a pay hike for his growing performance.

Samay, who is a Chartered Accountant and has been working in the company for the last 7 years, is from the finance department and has been allotted some shares by the management in lieu of various incentives payable in cash for his continuous efforts towards ensuring timely availability of funds and their effective utilization at all times.

Aadvika, who recently graduated from FMS Delhi, is working in the Human Resources department of the company and joined as a contractual employee but is now on the payrolls of the company.

The company also organizes annual functions to provide public appreciation to its high performers as it strongly believes in uplifting their spirits towards working for the company as well as preventing them from joining their competitors.

- What type of incentive has been provided to Aman?
 - Profit sharing
 - Bonus

- c. Pay and allowances
 - d. Stock option
- ii. What type of incentive has been provided to Samay?
 - a. Retirement benefits
 - b. Perquisites
 - c. Pay and allowances
 - d. Co-partnership
- iii. What type of incentive has been provided to Aadvika?
 - a. Job enrichment
 - b. Job security
 - c. Employees' participation
 - d. Employees' empowerment
- iv. What type of incentive does the company provide by organizing annual functions to provide public appreciation to its high performers?
 - a. Employees' recognition
 - b. Job security
 - c. Career advancement opportunity
 - d. Employees' empowerment
- v. Which of the following is a financial incentive?
 - a. Promotion
 - b. Stock option
 - c. Job security
 - d. Employees' participation

- Q13.** Ramesh, a manager in a company, sets the targets for his subordinates without discussing it with them. He firmly tells them that if the task is not completed within time, then strict action will be taken against the defaulter which form of leadership is he following?
- Q14.** Mr. Sumit, a manager in a textile company, has given complete freedom to his subordinate. He avoids the use of power and depends largely upon the group to establish its own goals and work out its own problems. Which style of leadership is he following?
- Q15.** To create a desire among employees to perform to the best of their abilities is an important aspect of directing. Explain how it contribute to the success of an organization.
- Q16.** It takes place throughout the life of the organization irrespective of people occupying managerial positions. Mention the characteristic of directing highlighted here and also explain two more characteristics.
- Q17.** Rahim was working in an enterprise on daily wage basis. It was difficult for him to fulfill the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment, to meet the expense of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.
- i. By quoting the lines from the above para identify the needs of Rahim that are satisfied by the offer of Cycle Company.
 - ii. Also, explain two other needs of Rahim followed by above that are still to be satisfied.
- Q18.** Mohan and Sohan are friends working in Surya Ltd. As production and Sales Manager respectively. In an inter-departmental meeting, Sohan informed Mohan about a change in the marketing policy of the company.
- i Identify the type of communication used in the above example.
 - ii Name and explain any two networks of the type of communication identified in part i.
- Q19.** What do you mean by barriers to effective communication? Name these barriers and how they can be overcome?
- Q20.** The workers always try to show their inability when any new work is given to them. They are always unwilling to take up any kind of work. Due to sudden rise in demand a firm wants to meet excess orders. The supervision is finding it difficult to cope up with the situation. Suggest ways for the supervisor to handle the problem.
- Q21.** Y Limited is a bank functioning in India. It is planning to diversify into insurance business. Laterly , the government of India has allowed the private sector to gain entry in the insurance business. Previously, it was the prerogative of LIC and GIC to do insurance business. But now with Liberlisation of the economy and to make the field competitive other companies have been given licenses to start insurance business under the regulation of 'Insurance Regulatory and Development Authority'.Y

Limited plans to recruit high quality employees and agents and exercise effective direction to capture a substantial part of life and non –life insurance business.

- i. Identify how the company can supervise its employees and agents effectively. What benefits will the company derive from effective supervision?
 - ii. What financial and non- financial incentives can the company use for employees and agents separately to motivate them? What benefits will the company get from them?
 - iii. How can the company ensure that higher order needs i.e. esteem and self- actualization as specified by Abraham Maslow are met?
 - iv. Identify the qualities of leadership in this line of business that the company managers must possess to motivate employees and agents.
 - v. Give a model of formal communication system that the company can follow. Identify the barriers in this model. How can they be removed?
 - vi. How can informal communication help to supplement formal communication model given by you in answer to question ?
- Q22.** In an organization all the employees take things easy and are free to approach anyone for minor queries and problem. This has resulted in everyone taking easy to each other and thus resulting in inefficiency in the office. It has also resulted in loss of secrecy and confidential information being leaked out. What system do you think the manager should adopt to improve communication.
- Q23.** In an organization employees always feel they are under stress. They take least initiative and fear to express their problems before the manager. What do you think is wrong with the manager?

CHAPTER -8 (CONTROLLING)

Answer the following questions:

- Q1.** Rohan runs a logistic company. The tour incharges of each trip in the company are expected to submit a report to the Event Manager on the completion of every trip. Identify the step in the controlling process being described in the above lines.
- a. Setting of standards
 - b. Taking corrective action
 - c. Measurement of actual performance
 - d. Analysing the deviations
- Q2.** In a marketing firm, the Financial Manager pays more attention towards an increase of 2% in the marketing cost as compared to a 10% increase in the courier expenses. Identify the concept being used by the manager.
- a. Management by exception
 - b. Critical point control
 - c. Corrective action
 - d. None of the above
- Q3.** Ankit Kumar has set up a small business unit for the manufacturing of detergent. In order to market the detergent in the local residential areas, he has appointed a team of ten salesmen. Each salesman is expected to sell at least 150 units of the detergent within a week's time. Identify the point of importance of controlling being highlighted in the above case.
- a. Controlling helps in judging accuracy of standards.
 - b. It ensures efficient use of resources.
 - c. It helps in improving employee motivation.
 - d. It facilitates co-ordination in action.
- Q4.** As per the terms of employment each employee in Victoria Furniture Limited should manufacture 28 designer wardrobes each day. A group of employees is manufacturing only 16 designer wardrobes each day whereas all other groups are meeting the said target. To have a proper check on the activities of the employees, the management installed closed circuit cameras in the factory.

Which of the following elements of one of the managerial functions is involved in installing the closed circuit cameras in the factory?

- a. Setting of standards
- b. Taking corrective action
- c. Measurement of actual performance
- d. Analysing the deviations

Q5. "It is neither economical nor easy to keep a check on each and every activity in an organisation." _____ of control is highlighted in the aforesaid statement.

- a. Critical point control
- b. Management by exception
- c. Sample checking
- d. Personal observation

Q6. _____ is not a technique for measurement of performance.

- a. Random sampling
- b. Personal observation
- c. Performance reports
- d. Management by exception

Q7. If the deviations are minor, it should_____.

- a. Be taken seriously
- b. Be ignored
- c. Be reported to top level
- d. None of these

Q8. _____ statements does not highlight the relationship between planning and Controlling.

- a. Planning and controlling are separable twins of management.
- b. Planning without controlling is meaningless, controlling without planning is blind.
- c. Planning is prescriptive, controlling is evaluative.
- d. Planning and controlling are interrelated and interdependent.

Q9. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A): Controlling ensures that resources are used in the most effective and efficient manner.

Reason (R): In controlling, each activity is performed in accordance with predetermined standards and norms.

- a. Both (A) and (R) are correct.
- b. (A) is correct (R) is incorrect.
- c. Both (A) and (R) are correct and R is the correct explanation of (A).
- d. Both (A) and (R) are correct and R is not the correct explanation of (A).

Case based questions

Q10. Read the following text and answer the following questions on the basis of the same:

Sameer Sweets, a renowned name for quality sweets since 1950 had maintained its standards ever since then. It is an ancestral sweet shop and Sana, the present owner of Sameer Sweets, is the third generation entrepreneur who has taken the charge of the sweet shop from her father. Sana has been handling her responsibilities exceptionally well except that she was worried as the sales had declined during the last three months despite her best efforts and involvement in business. When she enquired from the Sales Manager, Ajay, he reported that there were some complaints about the quality of sweets from many customers recently. Therefore, Sana ordered for sample checking of sweets by her quality control team. The team investigated and reported to Sana. She realized that during peak demand, quality was being compromised by her team to satisfy the customers. She decided to invest more capital in order to increase production to be able to meet the increasing demand especially during peak seasons like festivals and marriage catering.

- i. '.....a renowned name for quality sweets since 1950 had maintained its standards ever since

then.' Which step does this represent in the controlling process?

- a. Setting performance standards
- b. Measurement of actual performance
- c. Comparison of actual performance with standards
- d. Analysis of deviations

ii. '.....sales had declined during the last three months despite her best efforts and involvement in business.' Which step does this represent in the controlling process?

- a. Measurement of actual performance
- b. Comparison of actual performance with standards
- c. Analysis of deviations
- d. Taking corrective action

iii. '.....Sana ordered for sample checking of sweets by her quality control team.' Which step does this represent in the controlling process?

- a. Measurement of actual performance
- b. Comparison of actual performance with standards
- c. Analysis of deviations
- d. Taking corrective action

iv. 'She decided to invest more capital in order to increase production to be able to meet the increasing demand especially during peak seasons like festivals and marriage catering.' Which step does this represent in the controlling process?

- a. Measurement of actual performance
- b. Comparison of actual performance with standards
- c. Analysis of deviations
- d. Taking corrective action

Q11. "If planning is done carefully and accordingly other functions of management are going in the right direction, then there is no need of the controlling function of management". Do you agree with the statement? Give reasons in support of your answer.

Q12. Deviation is a term used in controlling .Explain the term in the light of the statement that if you try to control everything you may end up by controlling nothing.

Q13.Kanu is appointed as a factory manager in a gel pen manufacturing company. He was given a target of producing 1 lac gel pens per month. He knew that the 'essence of management is to achieve desired result' but he does not know' how to ensure that the work goes on according to plan'. Guide him by explaining process so that he is able to achieve the desired result.

Q14. Rajeev and Sanjeev are managers in the same organisation heading different units. While discussing about the functions of management, Rajeev says that 'planning is looking ahead whereas controlling is looking back'. But Sanjeev says, 'you are wrong because planning is looking back whereas controlling is looking ahead.' Both are giving reasons in favour of their statements. Explain the possible reasons given by both and justify who is correct?

Q15. The last step in the process of controlling is 'taking corrective actions'. Briefly explain the steps in chronological order that are taken in the process of controlling before this step.

Q16. K & K Company Ltd. Is engaged in manufacturing of machine components. The target of production is 200 units daily. The company had been successfully attaining this target until two months ago. Over the last two months it has been observed that daily production varies between 150-170 units. Identify the possible causes for the decline in taken to achieve the desired targets.

Q17. A company 'M' Limited is manufacturing mobile phones both for domestic India market as well as for export. It had enjoyed a substantial market share and also had a loyal customer following. But lately it has been experiencing problem because its targets have not been met with regard to sales and customer satisfaction. Also mobile market in India has grown tremendously and new players have come with better technology and pricing. This is causing problems for the company. It is

planning to revamp its controlling system and take other steps necessary to rectify the problems it is facing.

- i. Identify the benefits the company will derive from a good control system.
- ii. How can the company relate its planning with control in this line of business to ensure that its plans are actually implemented and targets attained?
- iii. What techniques of control can the company use?
- iv. Give the steps in the control process that the company should follow to remove the problems it is facing. In all the answers keep in mind the sector of business the company is in.

Q18. Explain 'setting performance standards' and 'measurement of actual performance, as steps of 'controlling process'.

Q19. "Planning is looking ahead and controlling is looking back." Comment.

CHAPTER-9 (FINANCIAL MANAGEMENT)

Answer the following questions:

Q1. The size of assets, the profitability and competitiveness are affected by one of the financial decision. State that decision :

- a. Investment decision
- b. Financing decision
- c. Dividend decision
- d. All of the above

Q2. One of the concept of financial management takes into consideration the growth, performance, investment and requirement of fund for given period. Identify the concept.

- a. Financial management
- b. Investment decision
- c. Capital structure
- d. Financial planning

Q3. Megha is planning to enter in the business of Herbal shampoo. In the beginning she was thinking there are very few companies making herbal shampoo, but when she started selling her product she realized that many companies are already in the business of selling herbal shampoo. Identify the factor affecting working capital in the above para.

- a. Growth prospects
- b. Nature of business
- c. Level of competition
- d. Business cycle fluctuation

Q4. If large number of shareholders of the firm are from middle income group and old age group who prefer regular income, then the firm should prefer giving

- a. Low dividend
- b. High dividend
- c. No dividend
- d. None of the above

Q5. Objective of financial planning ensure availability of

- a. Funds
- b. Revenues
- c. Expenses
- d. None of the these

Q6. Match the following by choosing the correct option -

	Column I		Column II
a.	Objective of financial planning	i	Process of estimating the fund requirement
b.	Meaning of financial planning	ii	Shortage and excess of funds
c.	Importance of financial planning	iii	To ensure availability of funds at a reasonable cost
d.	Financial planning helps in avoiding	iv	Avoid business shocks and surprises

- a. a. iii, b. i, c. iv, d. ii
- b. a. ii, b. i, c. iii, d. iv
- c. a. iv, b. iii, c. i, d. ii
- d. None of these

Q7. Capital structure means the proportion of debt and _____.

- a. Cash
 - b. Equity
 - c. Bank
 - d. None of the these
- Q8.** Longer the operating and production cycle _____ is the requirement of working capital.
- a. More
 - b. Less
 - c. No effect of operating cycle on working capital
 - d. None of the these
- Q9.** If fixed operating cost is high, a firm should prefer_____.
- a. Debt
 - b. Equity
 - c. Both a. and b.
 - d. None of the these
- Q10.** _____ increases the return of equity shares with the change in the capital structure of the company.
- a. Trading on equity
 - b. Investment decision
 - c. Capital structure
 - d. Financial planning
- Q11.** Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.
- Assertion (A):** Financial planning is concerned only with raising capital.
- Reason (R) :** Fixed capital is required for longer period.
- a. Both Assertion (A) and Reason (R) are correct and (R) is the correct explanation of (A).
 - b. Both Assertion (A) and Reason (R) are correct and (R) is not the correct explanation of (A).
 - c. Assertion (A) is correct but Reason (R) is wrong.
 - d. Assertion (A) is incorrect and Reason (R) are correct.

Case based questions

Q12. Read the extract given below and answer the questions on the basis of the same :

Mr. A. Bose is running a successful business. Mr. Bose is the owner of R. K. Cement Ltd. Mr. Bose decided to expand his business by acquiring a Steel Factory. This required an investment of ₹ 60 crores.

To seek advice in this matter, he called his financial advisor Mr. T. Ghosh who advised him about the judicious mix of equity (40%) and Debt (60%). Employ more of cheaper debt may enhance the EPS. Mr. Ghosh also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to 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 financial institution.

- i. Identify the concept of Financial Management as advised by Mr. Ghosh in the above situation.
 - a. Capital Budgeting
 - b. Capital Structure
 - c. Dividend Decision
 - d. Working Capital Decision
- ii. In the above case Mr. Ghosh suggested to raised more fund from debt. Higher debt-equity ratio results in:
 - a. Lower financial risk
 - b. Higher degree of operating risk
 - c. Higher degree of financial risk
 - d. Higher Earning of profit.
- iii. "Mr. T. Ghosh who advised him about the judicious mix of equity (40%) and Debt (60%)" The proportion of debt in the overall capital is called.....

- a. Working Capital
- b. Financial Leverage
- c. Total Assets
- d. None of these
- iv. Employ more of cheaper debt may enhance the EPS. Such practice is called:
 - a. Equity Trading
 - b. Financial Leverage
 - c. Investment Decision
 - d. Trading on Equity

Q13. Explain briefly the objectives of financial management.

Q14. Pranav is engaged in 'Transport-Business'. Identify the working capital requirements of Pranav stating the reason in support of your answer. Pranav also wants to expand and diversify his Transport-Business. Explain any two factors that will affect his fixed capital requirements.

Q15. "Financial planning is essential for the success of any business enterprise". Explain this statement by given any six reasons.

Q16. What is meant by capital structure? What are the factors to be kept in mind while determining the capital structure of a company?

Q17. You are a finance manager of a company. The board of director has asked you to determine the amount working capital requirement state the factors that you would kept in considerations while determining the requirement of working capital for the company?

Q18. Identify the decision in financial of management which affects the liquid as well as the profitability of business.

Q19. You are a Finance Manager of a newly established company. The Directors have asked you to determine the amount of Fixed Capital requirement for the company. What factors he has to consider?

Q20. What are the factors affecting financing decision, investment decision, dividend decision?

Q21. What is the role and objective of financial management for the company?

Q22. Explain with the help of any three points how proper financial planning enables the companies to tackle the uncertainty in respect of availability and timings of funds and helps in smooth functioning of the organization.

Q23. State why the working capital need for a service is different from that of any manufacturing industry.

CHAPTER-10 (FINANCIAL MARKET)

Answer the following questions:

Q1. SEBI is also called as:

- a. Watchbull of stock exchange
- b. Watchbear of stock exchange
- c. Watchdog of stock exchange
- d. None of the above

Q2. If a firm requires two crores for six months time to keep the stock of raw material, it should approach:

- a. Money market
- b. Capital market
- c. Both a. and b.
- d. None of the above

Q3. Conversion of physical form of share certificate into an electronic entry is called:

- a. Exchange mechanism
- b. Conversion
- c. Dematerialization
- d. Rematerialisation

Q4. It is a number assigned to each transaction by the stock exchange and is printed on the contract note.

- a. Contract number
- b. PAN number
- c. Unique order code
- d. None of the above

Q5. Stock exchange works as a mechanism for valuation of securities through the forces of demand and supply. Identify the related function of performed by by the stock exchange.

- a. Pricing of securities
- b. Spreading of equity cult

- i. Identify the step of trading procedure in a stock exchange which has not been followed by 'Unicon Securities Pvt. Ltd.'
 - a. Selection of broker
 - b. Executing order
 - c. Placing the order
 - d. Delivery of share
 - ii. Name the Apex statutory body of capital market to whom customers can complain to redress their grievances.
 - a. SEBI
 - b. RBI
 - c. SBI
 - d. None of the above
 - iii. Write any one objectives of SEBI other than protecting the investors.
- Q13.** What do you mean by stock exchange and what are its functions?
- Q14.** Distinguish between primary & secondary market.
- Q15.** State any five regulatory functions of Securities and Exchange Board of India.
- Q16.** One of the functions of Securities and Exchange Board of India is 'Promotion of fair practices and code of conduct in securities market.' State the category to which this function belongs and state any two other functions of this category.
- Q17.** What are the possible ways for first time sale of securities by a company?
- Q18.** What is the Trading procedure of stock exchange?
- Q19.** What are the objective & Function of SEBI?
- Q20.** 'SEBI' is a watchdog of security market .Comment.
- Q21.** Aditya Khosla, the Managing Director of 'D.L.W. Ltd.' and Rajesh Puri, the Finance Manager were discussing about the avenues of investing the idle funds of the company. Aditya Khosa was of the opinion that money should be invested in the capital market whereas Rajesh Puri, being more conservative, feels that it would be better if the investment was made in money market. Since the economy was buoyant, the Managing Director convinced Rajesh that they should take advantage of it and invest in the capital market to get good returns. Ultimately it was decided to invest the idle funds in the capital market.
- i. What kind of instruments should the company buy?
 - ii. Why is the capital market expected to give a better return in a buoyant economy? State the reason.
 - iii. Why and how safe are the securities in this market as compared to money market?
- Q22.** State the protective functions of Securities Exchange Board of India.

CHAPTER -11 (MARKETING MANAGEMENT)

Answer the following questions:

- Q1.** Sona Ltd. is manufacturing lunch boxes for office going people. To maximize profit, the company decided to improve the quality and added an electronic warmer in the lunch boxes. This improvement in the product increased their sales.
- a. Product concept
 - b. Production concept
 - c. Marketing concept
 - d. Societal marketing concept
- Q2.** A marketer of TV, having 10% of the current market share, aims to increase it to 20% in the next three years. For this, he needs to develop a complete marketing plan covering various important aspects and specify the action programs to achieve these objectives. Which function of marketing is being discussed?
- a. Standardization & grading
 - b. Gathering and analyzing market information
 - c. Product designing and development
 - d. Marketing planning

Q12. Read the extract given below and answer the questions on the basis of the same :

'Masala Mix' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops.

It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales. But it is also concerned about the impact as the potential customers or the prospects can't be delivered the message compulsively. So, there is one scheme the company has decided to launch where chips will be provided with an additional cold drink for a particular time period. It not only satisfies its customers but also provides employment to handicapped people.

- i. The above para describes the combination of variables used by Masala Mix to prepare its market offering. The combination of variables used by 'Masala Mix' to prepare its market offering is termed as _____.
 - a. Promotion mix
 - b. Sales mix
 - c. Price mix
 - d. Marketing mix
- ii. "It also sells its products through various grocery stores so that the products are made available to customers at the rights place, in the right quantity and at the right time". Identify the element of marketing mix stated above.
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
- iii. Identify the sales promotion technique decided to be used by 'Masala Mix'.
 - a. Product combination
 - b. Rebate
 - c. Quantity plus
 - d. Usable benefits
- iv. Identify the marketing management philosophy being followed by 'Masala Mix'.
 - a. Product
 - b. Production
 - c. Marketing
 - d. Societal marketing

Q13. Radhika was a student of class 12th. Her father was a farmer and grew different varieties of rice and was well versed about various aspects of rice cultivation. He was also selected for a pilot project on rice cultivation. As a project work in business studies she decided to study for feasibility of marketing goods quality rice at a reasonable price. Her father suggested her to use internet to gather customer view and opinions. She found that there was a huge demand for packed organic rice. She knew that there was no per determined specifications in case of rice because of which it would be difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of "Malabari Organic Rice" and classified into three different varieties namely – popular, classic and supreme based on the quality . She felt that these name would help her in product differentiation. Explain the three function of marketing with reference to the above paragraph.

Q14. What do you mean by advertising and what are the objections against advertising?

Q15. What is meant by "Branding"? State any three advantages of branding to customers.

Q16. What do mean by channel of distribution and how the choice of it is made?

Q17. What is the factor determining price?

Q18. What are the different marketing management philosophies?

Q19. Bhuvan and company has invented a fuel saving instrument which can reduce the consumption of

- a. Right to consumer protection Act
- b. Right to safety
- c. Right to information
- d. Right to be heard

Q11. Read the following statement Assertion(A) and Reason (R). Choose one of the correct alternative given below.

Assertion (A) : According to “right to seek redressal”, consumer has the right to file a complaint and to be heard.

Reason(R) : According to “right to be assured”, consumer has complete freedom to compare various product and select the most suitable one.

- a. Both Assertion (A) and Reason (R) are correct and (R) is the correct explanation of (A)
- b. Both Assertion (A) and Reason (R) are correct and (R) is not the correct explanation of (A)
- c. Assertion (A) is correct but Reason (R) is wrong
- d. Assertion (A) is incorrect and Reason (R) are correct

Case based questions

Q12. Read the extract given below and answer the 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. Shop keeper paid no heed to her complaint. Rather he marked that the good in question was 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.

- i. Identify the Right of the consumer as referred to in the above paragraph.
 - a. Right to be informed
 - b. Right to safety
 - c. Right to choose
 - d. Right to be heard
- ii. Identify the responsibility of the consumer referred in the above case.
 - a. Quality Conscious
 - b. Must Obtain Cash Memo
 - c. Cautious Consumer
 - d. Ready to Lodge Complaint
- iv. Piyali cannot lodge a complaint against the shop keeper. Why?
 - a. She do not have the right
 - b. She was aware of the fact
 - c. She do not have the Cash Memo
 - d. She was happy with the product
- iv. Under which Act Piyali can seek to Procter rights being a consumer?
 - a. Consumer Protection Act,1986
 - b. Consumer ProtectionAct,1968
 - c. The Indian Contract Act,1872
 - d. The competition Act, 2002

Q13. Rajiv, a consumer purchased medicines without noticing the date of expiry. He also did not obtain the cash memo. Do you think he will be able to protect himself by the loss caused due to expired medicine? Give reasons to support your answer.

Q14. “Bhuvan, who was a vegetarian went to a snack bar for having French fries and later found out that it had non vegetarian content. Neither the advertisement nor the packing of the product displaced that the product has non vegetarian content. Will Bhuvan be able to claim compensation which right of the consumer is violated”?

Q15. Against whom a complaint can be filed under Consumer Protection Act, 1986? State whether following are treated consumer under consumer protection act

- a. Nikita purchased washing machine for her house
 - b. Rakesh purchased DVD Player for resale
 - c. Utkarsh uses new mobile phone connection
- Q16.** Identify the relevant rights of a consumer being violated in the following instances.
- a. A bottle of acid sold but the cap was not properly sealed.
 - b. Medicine sold without date of manufacturing and date of expiring printed on its packaging.
 - c. Madan bought a cooler with 2 years warranty. The cooler started giving problem within 6 months. Madan approached the seller. The seller did not listen to his grievances.
 - d. The seller compels the consumer to purchase the available product.
 - e. The common consumers are not aware of their rights, right path and procedure for filing the complaints.
- Q17.** What type of judiciary machinery is available to deal with consumer grievances and disputes?
- Q18.** Non – government organizations perform several functions for the protection and promotion of interests of consumers. State any six functions performed by them.
- Q19.** Himesh after completing his graduation, started working with a multinational company in Delhi. But due to ill health of his parents he had to go back to his village. There he noticed that the villagers were literate but ignorant about their rights .Many vegetable vendors were using stones as weights to sell their vegetables. Some shopkeepers were selling food items without having 'FPO mark'. Villagers did not find anything wrong with these practices. So to create awareness among villagers Himesh decided to publish a weekly Journal 'Jan Jagriti'. State there 'Right' which Himesh has exercised by doing so. Explain any other four rights as well.
- Q20.** I saw an advertisement in the news paper regarding a domestic iron and orders for the purchase of the same to the shop keeper. What will be my responsibilities of a customer so that I should not be exploited by the shop keeper? State any four such responsibilities.
- Q21.** Enumerates the various acts passed by the government of India which helps in protection of consumer interest.
- Q22.** State any eight reliefs available to the consumer, if the court is satisfied about the genuineness of the complaint.