



BUSINESS STUDIES

BOOKS - SHREE RADHEY PUBLICATION

BUSINESS STUDIES (HINGLISH)

PLANNING

Example

1. Anupam joins as a sales manger of a
company dealing with garment

manufacturing. Being professional in his approach, he knew that without good planning he will not be able to organise or perform any other managerial function affectively or efficiently. Only on the baside he will have to prepare sales plan regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecast, he undertakes intellectual thinking, involving foresight visualisation rather than guess work and he has to make sure that all these, planning activities coincide with the purpose for which business is being carried out.

In the context of the above case identify the various features of planning highlighted in the above para by quoting lines from it.



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2. After completing the diploma in bakery. Priya started an outlet in food court of a mall she decided to sell five types of pizzas and low sugar muffins with proper planning she was ready to face the uncertainties and also there was no duplication of work. In short period

only her business got a name in the market.

Identify the points of importance of planning highlighted in above para.



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3. Super Fine Rice Ltd. Has largest share of 55% in the market. The company's policy is to sell only for cash. In 2015, for the first time, company's number one position in the industry has been threatened because other companies started selling rice on credit also.

But the managers of Super Fine Rice Ltd. continued to rely on its previously tried and tested successful plants which didn't work because the environment is not static. This led to decline in sales of Super Fine Rice Ltd.

The above situation is indicating two limitations of planning which led to decline in its sales. Identify these limitations.



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4. Alpha Ltd. has a plan of increasing profit by 20%. The company spent a lot of time and money to frame and implement this plan. The competition increased, so it could not change its plan to beat its competitors because huge amount of money is already spent. The plan failed and company suffered huge loss.

State any two limitations of planning.



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5. "Mobile Ltd". is a well-known automobile manufacturing company in India. The company plans to increase the sale of its Sedan Cars by 20% in the next quarter. In order to achieve this target, the marketing department of the company considered the impact of government policy on the diesel vehicles and they also anticipated the level of competitions they might have to face. The team explored the various available options for increase in sale like offering more discounts, providing zero per cent finance, offering free accessories,

free service for three years, etc.

A thorough analysis of each option was done and finally company decided to offer free service for next three years. In order to implement the plan, they made various package of service coupons and communicated the same to their dealers. They also started giving the advertisements to make the customers aware of their scheme through various print and electronic medias.

A separate team was formed to keep a close watch on the revenue and impact of new scheme on the sale.

In the context of the above case.....

(a) Name the function of management which is being described in above paragraph.

(b) Identify and explain the various steps involved in the process of the function of management as identified in the above para, by quoting the lines from it.



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6. Flipkart is an e-commerce company founded in the year 2007 by Sachina Bansal and Binay

Bansal. The company is registered in Singapore, but has its head quarters in Bangaluru, India. The company seeks to increase traffic on their site (more clicks on their product, and boost sale by next quarter).

Flipkart was the first company to offer "Cash on Delivery' facility. Before giving this offer, company scanned the environment and allocated huge fund to implement this offer.

The company offer in general Two Weeks' Return option, but it may vary from product to product.

After receiving the order, the company follows

a chronological sequence of steps till the delivery of product to customer. The company offer, various options of payment such as cash on delivery, Debit/Credit card, net banking, etc. This year company plants to spend Rs. 50 crore for advertisement to increase the sale. Flipkart reserve the right to terminate your membership or refuse to deliver product if it is discovered that you are under age of 18. This is because as per Indian Contract Act the minors are not eligible to use websites.

In context of above case, identify and explain

different types of plans being used by Flipkart
by quoting the lines from the para.



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Remembering And Understanding Based Questions With Answer

1. Define 'Planning premises'.



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2. What is meant by single use plan?



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3. State the main aspects in the concept of planning.



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4. A company needs a detailed plan for its new project-construction of shopping mall, What

type of plan is it?



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5. Which function of management is considered as the base of all other functions?



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6. Name of any two features of planning.



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7. Define policy.



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8. Which limitation of planning suggests that the employees stop thinking and become the followers of plan?



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9. State any two types of plan.



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10. In which type of plan the sequences to perform a job are determined?



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11. Which plan suggests action and non-actions of employees?



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12. No smoking-this statement is related to which type of plan?



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13. McDonald co. does not give its franchise to any other co. which is running food business. This is related to which type of plan?



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14. In which step of planning process the planners make predictions and assumptions regarding future?



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15. Define derivative plans.



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16. A company wants to introduce a new product. What type of plan should it prepare?



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17. Which plan helps in analysing competitor's policy?



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18. At which level of management more time is consumed on planning as compared to other levels?



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19. Planning function of management is conducted at which level of management?



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20. Give two examples of limitations of planning. Which are beyond the control of an organisation.



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21. No enterprise can achieve its objectives without systematic planning.' Do you agree with this statement? Give any five reasons in support of your answer.



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22. "Planning is not a guarantee of success of a business." Comment.



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23. Sometimes planning fails in spite of the best efforts of management. 'Do you agree? Give any five reasons in support of your answer.



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24. Describe the features of an ideal plan.

Give explanation from the features of planning. Only little variations in headings has to be done.



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25. Give two examples of objective and policy.



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Hots Higher Order Thinking Skills And Case Studies

1. On the introduction of Goods and Services Tax Act experts in the field of business started analysing and forecasting its impact on various sectors and industries. Vivek, an established businessman, attended a few seminars and conferences organised by such experts to familiarise himself with this information. He wanted to use these forecasts to reduce the uncertainty in making decisions

for the future in his business.

Name the step in the planning process that is being discussed in the above paragraph.



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2. Does mere planning ensure success? Explain why?



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3. Give two examples of internal premises.



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4. Give two examples of external premises.



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5. Name the type of plan which serves as guide for overall business planning and defines the end result which organisation strives to achieve. Also give difference between this plan and policy.



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6. ABC Ltd.' decides to adverstise their product on T.V. and radio What type of plan should it prepare?



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7. Infosys Ltd. Decided to give 20% of jobs to women'. What type of plan it? Explain this plan.



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8. An employee will retire at the age of 60 years.

What type of plan is it.?



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9. What type of plan is defined as long range blue print of an organisation's desired image, direction and destination?



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10. A firm wants to increase its sales by 25% for the coming year. Which type of plan of involved in it?



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11. ABC Ltd. Gives promotion on the basis of seniority. Which type of plan is it?



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12. Name the type of plan in which minutest details are worked out, i.e., procedures, rules, budgets, etc.



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13. Name the type of plan which provides the basis for interpreting the strategy.



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14. Name the type of plan which provides directions for all decisions, and actions.



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15. Which type of plan has least flexibility?



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16. Name the type of plan which is time bound and linked with measurable outcome.



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17. "Swachha Bharat Abhiyaan" started by government of India is an example of which type of plan? Explain it.



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18. Laxmi Chemicals Ltd., a soap manufacturing company wanted to increase its market share from 30% to 55% in the long run. A recent

report submitted by the Research & Development of the company had predicted a growing trend of herbal and organic products. On the basis of this report the company decided to diversify into new variety of soaps with natural ingredients having benefits and fragrances of Jasmine, Rose, Lavender, Mogra, Lemon Grass, Green Apple, Strawberry, etc. The Unique Selling Proposition (USP) was to promote eco-friendly living in the contemporary lifestyle. The company decided to allocate Rs. 30 crores to achieve the objective.

Identify the type of one of the functions of management mentioned above which will help the company to acquire dominant position in the market.



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19. After completing her studies in product design, Sarita wishes to start her own business to design products to cater to the mobility and communication requirements of persons with special needs. She told her friend

that she wanted to focus on supplying high-quality products at affordable prices. The Unique Selling Proposition (U.S.P) of the products would be sensitivity to the challenges and needs of the differently abled people. She wants to employ only differently abled persons in her factory and sales offices across the country. This decision of Sarita provides the base for interpreting her strategy. This also defines the broad parameters within which the company may recruit the persons. Sarita has also to decide about the exact manner and the chronological

order of how the selection of the differently abled applicants will be done. In the above lines, Sarita is discussing about one of the functions of management.

This function has several types. Identify and explain the types Sarita is discussing in the above lines



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20. Rajeev, the owner of Pathways Constructions decided to start a campaign to

create awareness among people for developing clean surroundings in their area. He formed a team of 10 members to list the different ways for cleaning the surroundings. One suggested to take the help of local residents, another suggested that they may involve school-going children in their venture. One more suggestion was to take the help of unemployed youth. On evaluation of different ways, it was decided to take the help of local residents. To achieve the desired goal various activities were identified like:

(a) Purchase of necessary items like dustbins,

garbage bags, brooms, etc.:

(b) Collection of garbage:

(c) Disposal of garbage, etc.

After identification of different activities the work was allocated to different members.

(i) Identify the concepts of management involved in the above situation and quote the lines which help in their identification.

(ii) Also identify the values which the company wants to communicate to the society.



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21. Suhasini a home science graduate from a reputed college has recently done a cookery course.

She wished to start her own venture with a goal to provide 'health food' at reasonable price.

She discussed her idea with her teacher (mentor) who encouraged her. After analysing various options for starting her business venture, they shortlisted the option to sell readymade and 'ready to make' vegetable shakes and sattu milk shakes. Then, they both weighed the pros and cons of both the

shortlisted option. Itbr (a) Name the function of management being discussed above and give any one of its characteristics.



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22. A company is manufacturing garments. The manager wants to increase profits by purchasing new high speed machines or increasing the sale price waste materials in manufacturing stuffed toys. He decided that "using waste material" is the best solution for

him.

(a) Identify the concept of management involved. Itbr (b) Mention the steps involved in the above process by quoting the lines from the question.



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23. In 'Chak De' movie. Shah Rukh Khan becomes the coach of the girls' hockey team. He knows that he has to prepare the girls for the international hockey match and win the

cup. For this, he prepares a long term plan and thinks of ways of how to beat the opponent team. He coaches the girls to play in different like defensive, offensive, etc.

At the outset of the match, he explains who will open the match, and how the ball will be passed by one player to another step by step.

Identify all the types of plans mentioned above. State them along with lines which refer to them in the above paragraph.



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24. The production manager of a company received the complaint that the quality of the goods was not good. After investigation, it came to light that the machines had become very old.

That is why, they were unable to achieve standardised quality. The production manager developed several options by way of solution to this problem. Example, getting the machines repaired, purchasing new local machines, purchasing new imported machines, if possible taking machines on rent, etc. The CEO of the company wanted the list of options

to be smaller, so that a thorough study could be made for them, in order to make the list of optional ways smaller, he decided to give up all those options which required the investment of more than Rs. 10 crores.

(a) Identify the concept described in the paragraph given above.

What do you understand from the fact of company fixing the maximum investment limit on options?



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25. Procter and Gamble Ltd. Is offering a free bucket on every purchase of Tide Washing Powder.

In response to this Hindustan Unilever Ltd. Started a new scheme of giving free one kg of Rin Washing Powder with every purchase of five kg of Rin Washing Powder. Identify the plan stated in the above paragraph and explain it.



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26. "KOHINOOR FOODS Ltd. Has banned smoking in the factory premises."

(a) Identify the plan stated in above lines.

(b) State the features of this plan.

(c) Differentiate between policy and this plan.



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27. PK Ltd. has been well-known for delay in decision-making and overlapping of work done. Identify the management function

lacking in the organisation and state the importance of this function.



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28. Rahul, a worker is given a target of assembling two computers per day. Due to his habit of doing things differently, an idea struck him, would not only reduce the assembling two computers per day. Due to his habit of doing things differently, an idea struck him, would not only reduce the

assembling time of computer but also reduce of production. But instead of appreciating his idea the his supervisor scolded him and asked him to complete the work as per and prescribed technique. Identify and describe the limitations of planning stated here.



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29. A company gave its sales executives, the directives that they would sell goods on credit but told the employees to strictly

inform the customer that if they will not make payment within one month they will have to pay an interest of 10% per annum. In the above given paragraph, two types of plans have been mentioned. Identify them and explain them with their features.



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30. Bhuvan Ltd. Is a garment manufacturing company. The company regularly scans business environment and constantly adapts

itself to the changes in environment. With all these efforts also it become difficult for company to foresee future trends. Competition in the market effects the financial plan of the company, sales targets have to be revised which in turn effect the cash budget.

(i) Planning may not work in dynamic environment.

(ii) Plans: (a) Strategy (b) Budget



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31. A company is manufacturing garments. The manager wants to increase profits by : (a) purchasing new high speed machines
(b) Increasing the sale price
(c) Using waste materials in manufacturing stuffed toys.

He decided that using waste material" is the best solution for him.

(i) Identify the concept of management involved

(ii) State any four features of that concept.



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32. An electronic company is facing a problem of declining market share due to increased competition from other new and existing players in the market. Its competitors are introducing lower price models for mass consumers. Who are price sensitive? For quality conscious consumers company is introducing new model with added features and new technological advancements.

(i) Prepare a model business plan for this company. Specify which type of plan you are

preparing.

(ii) Identify the limitations of such plans.

(iii) How will you remove these limitations?



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33. Palvinder, is working as a supervisor in Alpha Ltd. To achieve the target, he wants to try a new method and a different way of allocating the work, His superior did not permit him and forced him to do the work strictly as per the plan.

(i) Name the limitation of planning indicated in the above para.

(ii) Name the value overlook by Palvinder's superior.



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34. The management of ABC Ltd. set up the target of selling 10,000 units per week and made all their plans based on this target. But due to change in technology adapted by competitors which reduced their cost, the ABC

Ltd. Could not achieve their target.

(ii) State any other two limitations.



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35. Alpha Ltd. Spent a lot of money to hire specialised people for framing their plans and collecting important facts from environment. The company cut down their cost by cancelling the employee's trip for recreation.

(i) Name the limitation of planning mentioned

in above para.

(ii) Name the value overlook by management.



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36. ABC Ltd. Announced a plan that nobody would smoke in the organisation premises and they further added that certain penalty will be imposed on employees, overlooking this.

(i) Name the type of plan related to above para.

(ii) Name the feature of that plan.

(iii) Name the values emphasised by the company.



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Short Answer Type Questions

1. What are the main points in the definition of planning?



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2. How does planning provide direction?



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3. Do you think planning can work in a changing environment?



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4. If planning involves working out details for the future, why does it not ensure success?



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5. Why are rules considered to be plans?



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6. What kind of strategic decisions are taken by business organisations?



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1. Why is it that organisations are not always able to accomplish all their objective?



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Guidelines To Ncert Questions

1. What are the main features to be considered by the management while planning?



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2. What are the steps taken by management in the planning process?



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3. Is planning actually worth the huge costs involved? Explain.



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