

English

This summer break, delve deeper into the nuances of the literary word. Your Holiday's Homework consists of 4 different sections based on reading and comprehending the text writing a movie review, Strengthening your knowledge about various Concepts along with your vocabulary and practicing case based reading comprehension passages. Test your understanding by attempting the following in your English register.

SECTION A (READING AND COMPREHENDING THE TEXT)

Read the chapters: The lost spring (flamingo) Deep water (flamingo) Identity the theme of the chapter and write it in your own words (Word Limit: 100 words].

SECTION B (BINGE WATCH)

Watch any (or all) of the following movies and pen down a review concentrating on the plot, historical/ political background, creative elements characterization and theme in not more than 200 words.

Schindler's List, 1993 Dead Poets Society, 1989 Modern Times, 1936 Gandhi, 1982 Cast away, 2000

SECTION C (EXPLORE)

Explore the following concepts and write a brief note In your own words. Note that all these concepts will be helpful in understanding the chapters/poems.

Feminism Racism Casteism Dramatic Irony

Words not only reflect the history of a country but also the many and diverse cultural and linguistic influences which have shaped an changed the English language in India. Figure out 10 Indian words that have been recently added to the Oxford English Dictionary (OED), Write the meaning in English alongside.

SECTION D (PRACTICE)

Practice the Reading Comprehension Passage and solve it in your register. Read all the lessons and poems which have been completed in the class.

Accountancy (NDA)

- Q.1 A and B are partners in a firm.A is entitled to a salary of Rs 15000p.m.and a commission of 10% of net profit before charging any commission. B is entitled to a commission of 10% of net profit after charging his commission. Net profit for the year 31 March 2018 was rs 440000. You are required to show the distribution of profit
- Q2 A,Band C are partner in a firm .On1st April 2018 their capitals stud as rs. 500000,25000 and 250000 respectively.As per provision of partnership deed:
 - 1.C was entitled for a salary of rs 5000 per month.
 - 2.Awas entitled for a commission of rs 80000 p.a.
 - 3.partner were entiled to interst on capital @ 6% p.a.
 - 4.partner will share profit in ratio of capitals.

- Q3. A and B are partners sharing profit and loss in the ratio of 4:3.C is admitted for ¹/₅ share. A and B decided to share equally in future.Calculate the new ratio and sacrifice ratio.
- Q4. A and B are partners sharing profits in ratio of 3:2. They admit C into the firm for 3/7 share (which he takes 2/7th form A and 1/7 from B) and brings rs.600000 as premium out of his share of rs. 720000. Goodwill account does not appear in the books of A and B. Pass journal entries.
- Q5. A and B are partners with capitals of rs 13,00,000 and 20,00,000. They share profits in the ratio of 1:2. They admit C as a partner with 1/5 th share in the profit of firm. C brings in 12 00,000 as his share of capital. The profit and loss account showed a credit balance of rs. 6,00,000 as on the date of admission of C. Calculate hidden goodwill and pass journal entries of goodwill.
- Q6. A,B and C are partners sharing profit and loss in ratio of 3:2:1. B retired selling his share to A and B for rs.1,60,000,rs 1,00,000 being paid by A and rs 60,000 by c. The profit for the year after B retirement is 2,40,000. Pass entries to record the sale of B shares to A and C and distribute the profit between A and C.
- Q7. Ajay, Vijay and Sanjay are partners in their profit sharing ratio 5:4:Vijay retired. After making all adjustments relating to revaluation, goodwill and accumulated profit, etc.the capital of Ajay showed a credit balance of rs.2,00,000 and Sanjay 1,00,000. It was decided to adjust the capital of ajay and Sanjay in new profit sharing ratio. Calculate 3new capital of partner 's and journal entries for surplus /deficit.
- Q 8. Chapter (admission of partner)- question no. 76,88,91 exercise
- Q9. Chapter (Retirement of a partner)- exercise question no.56,60,64,68,70.
- Q 10. Chapter 5.(Dissolution of a partnership firm) Q.no.- 6,9,11,15,18,22,34,36.

Business Studies

1."In the absence of management the productive resources will remain resources and shall never become production" explain the importance of management in the light of this statement?

2.what are the objectives of management? What important role does management play in the success efficiency and soundness of an organisation?

3. "Management has not yet gained the status of full fledged profession" why?

4. Explain by giving any five reasons why proper understanding of management

principles is necessary.

5.Explain functional foremanship as a technique of a scientific management illustrate it with the help of a diagram?

6.Taylor's principle of management and fayol's principle of management are mutually complementary do you agree with this view?give any five reasons in support of your answer

7.Discuss the difference between contribution of taylor and fayol?

8. "understanding the business environment gets a first mover advantage, acts as a warning signal for adverse conditions and sensetise the management "discuss.

9.Explain five economic changes initiated by the govt. of India since 1997.

Case Studies - (Chapter- 3) Business Environment

Q. 1. Mr. Ajay after completing MBA from USA comes to India to start a new business under the banner Ecom Creations Ltd. He launches a new product in a e-learning for senior Secondary School students in Commerce stream, which already has n 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. (4 marks)

Q. 2. Just after declaration of Lok Sabha Elections 2014 results, the Bombay stock exchange's price index (Sensex) rose by 1000 points in a day. Identify the environmental factor which led to this rise giving reason. Also explain any two other dimensions of business environment. (5 marks)

Q. 3. The court passed an order that all schools must have water purifier for the school children as Society in general is more concerned about quality of life. Innovative techniques are being developed to manufacture water purifier at competitive rates. Incomes are rising and children at home are also drinking purified water. The government is also showing positive attitude towards the water purifier business. Identify the different dimensions of business environment by quoting from the above details. (5 marks)

Q. 4. 'It is common now to see CD-ROM's, computerized information kiosks, and Internet/Word Wide Web multimedia pages highlighting the virtues of products.' Name the dimension of the business environment highlighted by this stateme. (1 mark)

Q. 5. Which component of business environment requires that advertisements of baby food must necessarily inform the potential buyers that mother's milk is the best? (1 mark)

Q. 6. It is the process by which government control over the industry is being loosened. Give the term to which this statement is trying to indicate. (1 mark)

Q. 7. Due to entry of foreign firms, competition for Indian firms has increased, especially in service industries. Name such service industries. (1 mark)

Q. 8. The Court passed an order to ban polythene bags as The bags are creating many environmental problems which affect the life of people in general. Society in general is more concerned about quality of life. The Government decided to give subsidy to jute industry to promote this business. Innovative techniques are being developed to manufacture jute bags at low rates. Incomes are rising and people can afford to buy these bags. Identify the different dimensions of Business Environment by quoting the lines from the above particulars. (5 marks)

Q. 9. The government of India is seriously thinking of allowing the oil-marketing public sector undertaking to fix their own prices for petrol and diesel. Which economic reform is the reason for this change in the government's policy?

Q. 10. Kapil Sharma is working as the Country Head of a company which owns a chain of malls under the name of 'Virtuoso' in the various parts of India. Through an analysis report of the business environment, it has been brought to his notice that in the coming years, shopping at a mall will not be a necessity for the buyers as purchases can be made online from anywhere and at any time with ease and at the consumer's convenience. Hence, malls will have to provide much more than shopping to be able to attract customers. So, he recommends that 'Virtuoso' malls should to be restructured into recreation centres, offering more spaces to socialize, host events and concerts, and provide ample Food and Beverages options.

Consequently the share of entertainment segment and Beverages segment in the overall mall space is increased by 20%. As a result, the company gains enormously by getting the first mover advantage. In context of the above case:

1.Define the term 'Business Environment'.

2.Explain the terms 'Threats' and 'Opportunities' by quoting lines from the paragraph.

Q. 11. "Zero Defect Zero Effect" (ZED) is a slogan coined by the Prime Minister of India, Narendra Modi with reference to the Make in India initiative launched by the government. The slogan reflects the efficiency of production processes, i.e. the products have no defects and the process through which the product is made has zero adverse environmental and ecological effects. The Zed model aims to make India the manufacturing hub of the world and prevent the products developed in India from being rejected by the global market. Moreover, before the initiative was launched, the limits of foreign direct investment in various sectors had been relaxed. The application for licences was made available online and the validity of licences was increased to three years. Various other norms and procedures were also relaxed by the government. In the light of the above paragraph, identify and explain the major component of New Economic Policy of 1991 that are being referred to by quoting lines from the paragraph.

Q. 12. Over the years, e-business in our country has witnessed tremendous growth due to several reasons. There is significant improvement in the Information Technology infrastructure over the last decade

as the Government has taken important steps in high-speed Internet connectivity. As a result, the broadband networks have not only become better but also more affordable. Additionally, Government is trying to make rural India connected through broadband – a great possibility for e-business to expand the retail market by reaching out to the most remote rural customer. Another catalyst strengthening the e-business segment is the country's favourable demography. It has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in the year 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan, this promises for phenomenal increase in ebusiness. Moreover, the penetration of the smartphone in a large section of the population has aptly addressed the problem of compute illiteracy. Not with standing the fact that consumers also prefer ebusiness due to multiple factors like convenience, time etc.

Identify and explain the various dimensions of business environment being referred to in the above case.

Q. 13. Beni, after completing her MBA, took up a job 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 workculture and the behaviours 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 meals. She had to depend on outside found, which was deteriorating her health.

She observed that this problem was faced by many of her colleagues, not only in her company but also in 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 also distributing the left-over food in the nearby night-shelters.

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

Q. 14. Nakul, a manager of Zyco Ltd. always takes into account the changes taking place in business environment while determining plans. He accepts changes readily and gives useful suggestions to his superior, which results in reduction of costs. As a result, company's profits increase. Nakul enjoys cordial relations with his co-workers and makes plans in consultation with his team to achieve organizational goals. Which characteristic of management is highlighted in the above lines?

Identify and state any two principles of management followed by Zyco Ltd. Give any two benefits which Zyco Ltd. get by taking into account the changes taking place in business environment, quoting the lines from the above para.

State any one value which Nakul wants to communicate to the society. (6 marks)

Q. 15. It is interesting to know that the menu items of the multinational food chains are customized to suit the general palates of the local people in the region. When McDonald's started its business in India in the year 1996, the company went through a complete localization strategy. McDonald's changed its product menu to accommodate the vegetable burger given the large vegetarian population. It also altered its store design and even reduced the product price by close to fifteen per cent. Also, the "McAlooTikki burger" is not available anywhere but in the Indian outlets of McDonalds.

Identify the relevant feature of business environment being discussed above.

Q. 16. Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects, and want themselves to be 'seen' as a green advocate among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumers but also ensure that their products are safe and environment friendly. At a result, there is growing need for better and

(4 marks)

advanced technologies to works as a catalyst in this regard.

Identify the relevant feature of business environment being discussed above. Describe briefly any three points which highlight the importance of business environment and its understanding by managers.

Q. 17. Ultra Paint Co. which is manufacturing paints has been enjoying a prominent market position as it manufactured best quality paints, made timely payment of taxes to government. It assembled various inputs like finance, machines, raw materials, etc. from its environment. But since last year it has been dumping its untreated poisonous waste on the river bank which has created many health problems for the people. As a result, the court passed an order to seal the manufacturing unit of the company.

State the importance of business environment highlighted quoting the line from the above case. Identify any two dimensions of business environment mentioned in the above case by quoting lines from it. State any two values which have been overlooked by the company? (5 marks)

Q. 18. Philips, a company manufacturing light bulbs incurred heavy expenditure on scientific Research and Development and discovered a technology that made it possible to produce an energy efficient light bulb that lasts at least twenty times as long as a standard bulb. It resulted in growth and profitability of the company.

Identify and state the dimension of business environment mentioned above. State the importance of business environment mentioned above by quoting the lines. State any one value which the company wants to communicate to the society. (4 marks)

Q. 19. Disco Ltd. manufactures fashionable and designer clothes. Recently it finds that the demand for its products has been declining. After market research it was discovered that fashion and tastes of the consumers is changing at a fast pace. Customers' demand is increasing. New competitors have entered the market with new designs. It is very difficult for the company to predict future happenings. Also, it is difficult to know the extent of the relative impact of the social, economic, political, technological or legal factors on decrease in demand of its products in the market.

A meeting was held in which managers from different functional levels heading Production, Marketing, Finance, etc., for example, Chief Operating Officer, Chief Finance Officer, Vice President (Marketing) were present to discuss how to deal with the situation. After a long discussion, it was decided that they would study and analyze the market first to identify customer tastes and fashion and then manufacture garments accordingly. It was also decided to increase expenditure on advertising, after-sales services, etc. Identify any two features of business environment by quoting the lines from the above case. At which level of management the meeting of managers of Disco Ltd. was held?

Identify any two impact of government policy changes on business, quoting lines from the above case. State the importance of understanding of environment by business managers in the light of the above para. (6 Marks)

Q. 20. The organic food market in India is grow at 25-30 per cent which reflects a clear shift in consumer tastes and preferences. The current growth in the organic food market is driven by multiplicity of factors like rising health consciousness, changing lifestyles, increase in disposable income and growing availability of organic food products in shopping malls, retail outlets and online.

In context of the above case:

Identify and explain the features of business environment being referred to here. By quoting phrases from the paragraph identify the various components of general forces which have led to a growth in the organic food market.

Case Studies - (Chapter - 4) Planning

Q. 1. 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 Department 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, Lavendear, Mogra, Lemon Grass, Greed Apple, Strawberry etc. The Unique Selling Proposition (USP) was to promote eco-friendly living the contemporary life style. 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. (1 mark)

Q. 2. 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 analyzing various options for starting her business venture, they shortlisted the option to sell ready made and 'ready to make' vegetable shakes and sattu milk shakes. Then they both weighed the pros and coris of both the shortlisted optins. Name the function of management being discussed above and give any one of its characteristics. Also briefly discuss any three limitations the function discussed in the case. (5 marks)

Also briefly discuss any three limitations the function discussed in the case. (5 marks) Q. 3. A company is manufacturing garments. The manager wants to increase 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. Identify the concept of management involved.

Mention the steps involved in the above process by quoting the line from the question.

To complete the process of the concept identified in (a), what two next steps does the manager have to take? Explain. (6 marks)

Q. 4. Two year ago, Madhu completed her degree in food technology. She worked for sometime in a company that manufactured chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food processing unit for the same. She set the objectives and the targets and formulated an action plan to achieve the same.

One of her objectives was to earn 10% profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices, etc. will be purchased on three months credit from farmers cultivating only organic crops. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as the Production Manager who decided that exact manner in which the production activities were to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year. Madhu informed Mohan about her area wise sales target for different products for the forthcoming quarter. While working on the production table, a penalty of Rs. 100 per day for not wearing caps, gloves and apron was announced.

Quoting lines from the above paragraph, identify and explain the different types of plans discussed.

Q. 5. During partition, Kundan Lal came to Mumbai from Lahore with a lot of wealth. Keeping in view his innate ability to visualize and create things, he decided to work as a junior assistant in a film studio. Over a period of time, as he gained experience and his work was well acclaimed, he decided to set up his own film studio. Initially he was himself looking into every aspect of the business, but as his work increased manifolds and his own productivity reduced with age, he hired Jummy as manager. Jimmy being immature in his work started giving bookings for the studio haphazardly. He would never decide anything in advance or do any kind of forecasting of events. This led to lot of confusions and conflicts. As a result, the goodwill earned by Kundan Lal over the years began to decline.

In context of the above case:

Identify and explain the function of management which Jimmy failed to perform by quoting lines form the paragraph.

Describe briefly any two features of the function of management as identified in part (a).

Q. 6. After completing a diploma in Bakery and Patisserie, Payal sets up a small outlet at Goa Airport to provide a healthy food option to the travellers. To begin with, she has decided to sell five types of patties, three type of pizzas and low sugar muffins in four flavours. Thus, by deviding in advance what to do and how to do, she is able to reduce the risk of uncertainty and avoid overlapping and wasteful activities. But sometimes her planning does not work due to some unavoidable circumstances like cancellation of flights due to bad weather conditions, government alert etc. which adversely affects her clientele. In context of the above case:

Identify and explain the points highlighting the importance of planning mentioned in the above paragraph. Describe briefly the limitation of planning which adversely affects Payal's business.

Q. 7. 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 which would not only reduce the assembling time of computers but would also reduce the cost of production of the computers. Rahul's supervisor instead of appreciating him, ordered him to complete the work as per the methods and techniques decided earlier as nothing could be changed at that stage.

The above para describes one of the limitation of planning function of management. Name that limitation. (1 mark)

Q. 8. ABC Ltd. has a plan of increasing profits by 20%. It has devoted a lot of time and money to this plan. But the competition starts increasing, so it could not change its plan to b eat its competitors because huge amount of money had already been devoted to the pre-decided plan. It caused losses to the company. Explain any two limitations of planning highlighted in the above case. Also, quote the lines from it. (4 marks)

Q. 9. In 'Chak De India' movie, Shahrukh Khan becomes the coach of the girls' hockey team. He knows that he has to prepare the girls for the international hockey matches and bring the world cup after winning. For this he prepares a long-team plan and thinks the ways how to bet the competitors. He coaches the girls to play in different ways like defensive, offensive, etc. at the outset of a match he explains who will open the match, and how the ball will be passed by one player to another step by step.

Identify four types of plan that are highlighted in the above case, quoting the lines from it. (4 marks)

Q. 10. Flipkart is an e-commerce company founded in the year 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangaluru, India. The company seeks to increase traffic (more clicks on their products) and boost sales and revenue through integration of Mobile Apps, Display, Pay Per Click and search Engine Optimization. In order to dispel the feat of people related to shopping online, Flipkart was the first company to implement to popular 'Cash on Delivery' facility. All the products sold by the company under a particular category may have different return/replacement period. Flipkart allows multiple payment options such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. The company operates both ways when an order is received. The products for which it holds inventory are dispatched by it directly. For the products they do not store in inventory, they just send the order received by them to the supplier who ships it. The company plans to spend about Rs. 75 crores on e-Commerce advertising in the year 2016. Flipkart reserves the right to terminate your membership and/or refuse to provide you with access to the website if it is brought to Flipkart's notice or if it iis discovered that you are under the age of 18 years. This is because as per the Indian contract Act, 1872, the minors, un-discharged insolvents, etc. are not eligible to use the website.

In context of the above case, identify and explain the different types of plans being used by Flipkart by quoting lines the paragraph.

Q. 11. 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 LED TV and DVD players with added features and new technological advancements. For this, the company raises extra funds Rs. 5 crore form banks.

Name the type of plan the company is preparing. State the steps which the company follows to implement this plan quoting the line from the above para. (4 marks)

Q. 12. Arush joins as a sales manager of a company dealing in naturotherapy produces. Being proficient in his work, he knew that without good planning he will not be able to organise, direct, control or perform any of the other managerial functions efficiently and effectively. Only on the basis of sales forecasting, he would assist in the preparation of the annual plans for its production and sales. Besides, he will have to prepare sales plans regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecasts, he undertakes intellectual thinking involving foresight, visualization and issued judgement rather

than wishful thinking or guess work. Most importantly, all these planning activities will be meaningful only if they will coincide with the purpose for which the business is being carried out. In context of the above case, identify Case Studies - (Chapter 5) Organizing

Q. 1. Ishita works as a corporate event coordinator in an event management company. She has been made an overall official in charge for organizing a painting exhibition for one of the clients of the company. For ensuring that the exhibition takes place successfully, she identifies the various activities involved and divides the whole work into various task groups like marketing committee, decoration committee and reception committee. In order to facilitate coordination within and among committees, she appoints a supervisor of each group. Each member in the group is asked to report to their respective supervisor of each group. Each member in the group is asked to report to their respective supervisors are expected to work as per Ishita's orders.

In context of the above case:

Identify the function of management being performed by Ishita.

Describe briefly the various steps involved in the performance of the function of management as identified in part (a) of the question.

Q. 2. As the head boy and head girl of 'Prakashay Public School', Deepak Chugh and Deepika Chawla have been given the responsibility of hosting the teacher's Day programme in the school. In order to conduct the programme in a systematic way, Deepak and Deepika first called a meeting of the student council. In the meeting the decided about the content of the programme after taking into consideration the different available alternatives and choosing the best alternative among them. Then the various tasks required to be performed were identified and divided in accordance with predetermined schedule made by them. After that they grouped the similar activities into main groups as skit group, choir group, instrumental music group and contemporary dance group. Then each group was placed under the charge of a council member in accordance with his/her skills and competencies. These council members were in turn informed that they have to take orders and will be accountable only to Deepak and Deepika so as to facilitate coordination amongst various groups.

In context of the above case:

Identify of the above case:

Describe briefly any two points highlighting the importance of each of the functions of management as identified in part (a) of the question.

State any two values that 'Prakashay Public School' wants to communicate to society.

Q. 3. Rishu, Ashu and Ravi have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform;

Purchase of raw materials, Purchase of machinery, Production of toys, Arrangement of finance, Sale of toys, Identifying the areas where they can sell their toys Selection of employees In order to facilitate the work they thought that four managers should be appointed to look after Production, Finance, Marketing' Personnel. Identify the function of management involved in the above-mentioned para. Quote the lines from the above para which help you in identifying this function.

State the steps followed in the process of this function of management.

(6 marks)

Q. 4. Tanushree runs a factory wherein she manufacturers shoes. The business has been doing well and she intends to expand by diversifying into leather bags as well as western formal wear, thereby making her company a complete provider of corporate wear. This will enable her to market her business unit as the one

shop for working women. Which type of structure would you recommend for the expanded organization and why? State any four advantages of this organization structure. (6 marks)

Q. 5. 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. They 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 manager blame his foreman for and achieving the target? Explain in brief the relevant principles relating to this situation in support of your answer. (4 marks)

Q. 6. Home Creations Ltd.' is a well known chain of large department store offering various types of products under one roof. The company owns fifty stores in various parts of the country. Each store is placed under the charge of a manager who is allowed to run their stores autonomously by deciding about the products which may be promoted, appointment of staff, ways to handle customer complaints etc. As these managers have a deeper knowledge of the local situations, it enables them to take these decisions effectively keeping in view the local circumstances and consumers' needs. This approach helps to improve customer service and at the same time serves to boost morale and increase the job satisfaction of the store managers as it empowers them to innovate and use their initiatives.

In the context of above case:

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Identify and explain the policy followed by 'Home Creations Ltd.' to run their stores successfully.

Also, give any three points highlighting the importance of the approach followed as identified in part (a) of the question.

List any two values that 'Home Creations Ltd.' wants to communicate to its employees.

Q, 7, Sudhir is working as a purchase manager in a power sector company. All his subordinates hold him in high regard for his exceptional managerial skills. On one hand, as a manager, he is a tough task master and expects strict compliance to the organizational rules and procedures from his subordinates. On the other hand, he makes conscious efforts to develop rapport with his subordinates by interacting freely with them during the lunch breaks I the cafeteria. Many a times these chit chats helps him to get an insight into the views and opinions of his team members about the policies of the organization.

In the context of the case:

Identify and explain the two types of organizations have been discussed.

State any three differences between the types of organizations as identified in part (a) of the question.

Q. 8. Rajeev, the owner of Pathway 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

Purchase of necessary items like dustbins, garbage bags, brooms, etc.;

Collection of garbage;

Disposal of garbage, etc.

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

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

Also identify the values which the company wants to communicate to the society.(4 marks)

Q. 9. A company 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 workforce is also not motivated, there is problem of red tapism and employees' turnover is very high.

Advise the company with regard to change it should bring about in its organization structure to overcome the problems faced by it.

Give reasons in terms of benefits it will derive from the changes suggested by you.

In which sector can the company diversify keeping in mind the declining market for the product the company

is manufacturing?

(6 marks)

Q. 10. A company manufacturing consumer goods has grown in size. It was a market leader but with changes in economic environment and with the entry of MNCs its market share is declining. The company was following a centralized business model as even the minor decisions were in the hands of top level. Before 1991 this model was suitable for company but now the company is under pressure to reform. What changes should the company bring about in order to retain its market share? Give its three points of importance. (5 marks)

Economics

Case Study 1

Keeping in view the continuing hardships faced by banks in terms of social distancing of staff and consequent strains on reporting requirements, the Reserve Bank of India has extended the relaxation of the minimum daily maintenance of the CRR of 80% for up to September 25, 2020. Currently, CRR is 3% and SLR is 18.50%.

"As announced in the Statement of Development and Regulatory Policies of March 27, 2020, the minimum daily maintenance of CRR was reduced from 90% of the prescribed CRR to 80% effective the fortnight beginning March 28, 2020 till June 26, 2020, that has now been extended up to September 25, 2020," said the RBI.

Q.1 The full forms of CRR and SLR are:

- 1. Current Reserve Ratio and Statutory Legal Reserves
- 2. Cash Reserve Ratio and Statutory Legal Reserves
- 3. Current Required Ratio and Statutory Legal Reserves
- 4. Cash Reserve Ratio and Statutory Liquidity Ratio

Q.2 What will be the value of the money multiplier?

- 1. 33.33
- 2. 5.4
- 3. 4.65
- 4. None of these

Q.3 SLR implies:

- Certain percentage of the total banks' deposits has to be kept in the current account with RBI
 Certain percentage of net total demand and time deposits have to be kept by the bank themselves
 - 3. Certain percentage of net demand deposits has to be kept by the banks with RBI
 - 4. None of the above

Q.4 Decrease in CRR will lead to ___.

- 1. fall in aggregate demand in the economy
- 2. rise in aggregate demand in the economy
- 3. no change in aggregate demand in the economy
- 4. fall in the general price level in the economy

Case Study 2

An important lesson that the COVID-19 pandemic has taught the policymakers in India is to provide greater impetus to sectors that make better allocation of resources and reduce income inequalities. COVID-19 has also taught a lesson that in crisis the population returns to rely on the farm sector. India has a large arable

land, but the farm sector has its own structural problems. However, directly or indirectly, 50 percent of the households still depend on the farm sector. Greater support to MSMEs, higher public expenditure on health and education and making the labour force a formal employee in the economy are some of the milestones that the nation has to achieve. One of the imminent reforms to be done in the country is labour reforms. Labour laws are outmoded in India, and some of these date back to the last century. India's complex labour laws have been blamed for keeping manufacturing businesses small and hindering job creation. Industry hires labour informally because of complex laws and that is responsible for low wages.

- 1. Which types of structural problems are faced by the agricultural sector?
- 2. "It is necessary to create employment in the formal sector rather than in the informal sector." Defend or refute the given statement with valid argument.
- 3. Hired labour comes in (Informal organisation / formal organisation)
- 4. What do you mean by MSMEs?

Ques.3 The following figures are based on budget estimates of Govt. of India for

the year 2016-17. Calculate

- 1. Fiscal deficit
- 2. Revenue deficit
- 3. Primary deficit

ITEMS	Rs. BILLIONS
A) Revenue receipts	2,31,745
i) Tax Revenue	1,63,031
ii) Non-tax Revenue	68,714
B) Capital receipts	1,43,478
i) Recoveries of loans	15,164
ii) Other receipts	12,000
iii) Borrowings and other liabilities	1,16,314
C) Revenue expenditure	3,10,566
i) Interest payments	1,12, 300
ii) Major subsidies	27,845
iii) Defence Expenditure	1,70,421
D) Capital Expenditure	64,657
E) Total Expenditure	3,75,223
i) Plan expenditure	1,00,100
ii) Non-plan expenditure	2,75,123

Ques.4 Ques.5 Ques.6 Ques.7 What is a balanced government budget? Explain the multiplier effect of a balanced budget. Explain the objectives of resource allocation and income distribution in a government budget. What is the difference between microeconomics and macroeconomics? Describe the Great Depression of 1929.

Ques.8	What is the meaning of deficit in Balance of Payments?		
Ques.9	Distinguish between current account and capital account of the Balance of Payments account on the basis of its components.		
Ques.10	Distinguish between autonomous and accommodating transactions of Balance of Payments account.		
Ques.11	How is exchange rate determined under a flexible exchange rate regime?		
Ques.12	Differentiate between devaluation and depreciation.		
Ques.13	Are the concept of demand for domestic goods and domestic demand for goods the same?		
Ques.14 Ques.15	Would the central bank need to intervene in a managed floating system? Explain why? Give three reasons why people desire to have foreign exchange.		
Ques.16	What are the functions of a foreign exchange market?		
Ques.17	Why demand curve of foreign exchange is downward sloping?		
Ques.18	What are the reasons of 'rise in supply' of foreign currency?		
Ques.19	Explain the three phases of the circular flow of income.		
Ques.20	How many types of circular flow are there?		
Ques.21	Explain the role of the government sector in an economy.		
Ques.22	Write down some of the limitations of using GDP as an index of welfare of a country.		
Ques.23	Mention the three methods of measuring national income.		
Ques.24	What are the main functions of money? How does money overcome the shortcomings of a barter system?		
Ques.25	Why is speculative demand for money inversely related to the rate of interest?		
Ques.26	What are the alternative definitions of money supply in India?		
Ques.27	What is a 'legal tender'? What is 'fiat money'?		
Ques.28 Ques.29	What is marginal propensity to consume? How is it related to marginal propensity to save? Briefly state the concept of consumption function. Explain with schedule and diagram.		
Ques.29 Ques.30	When the value of average propensity to save is negative , the value of marginal propensity to save will also be negative.		
Ques.31	Prepare the project file on any one topic from the given sources:-		
	i) Micro and Small Scale Industries		
	ii) Goods and Services Tax Act and its impact on GDP		
	iii) Human Development Index		
	iv) Self-Help Group		
	v) Government Budget and its Components		
	vi) Exchange Rate determination – Methods and Techniques vii) Livestock – Backbone of Rural India		
	vii) Livestock – Backbone of Rural India viii) Waste Management in India -Need of the hour		
	ix) Digital India -Step towards the future		
	x) Make in India – The way ahead		
	xi) Sri Lanka's Economic Crisis		
	xii) Environmental Crisis		
	xiii) New Education Policy (NEP) 2020 : A Promise for a New Education System		
	xiv) Organic Farming – Back to the Nature		
	xv) Sustainable Development Goals (SDG's)		
	xvi) Comparative Study of Economics (Maximum three economics)		
	xvii) G-20 :Inclusive and Action Oriented xviii) Role of RBI in Control of Credit		
	xviii) Role of RBI in Control of Credit xix) Trends in budgetary condition of India		
Physical	Physical Education		

Work Specification (15 days): Do fitness exercise for your physical efficiency and for being physically fit.

Work Specification (15 days): Project Work

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Materials required: One file or spiral note book for project, Text Book, Writing and Drawing materials, internet

and library support, covering materials, Reference books, photographs where applicable.

Guidelines:

- Select one project of your choice
- Organize your writing material
- Write in your own handwriting in the file as computer print-outs are not allowed
- Sub-headings: Title, acknowledgement, index, content
- Write rules and regulations of the game, cups, trophies, tournaments and famous player's name.
- Cover the file
- Write the project title, your name, name of the school and year.