

CLASS XII – BUSINESS STUDIES

Chapter 1: Nature and Significance of Management

Full Marks	20
Time	30 Minutes
Chapter	Nature and Significance of Management

Q1. (3 marks)

“Management is a goal-oriented process.” Explain this feature of management with the help of a suitable example. [3]

Q2. (3 marks)

Explain any **three objectives of management**. [3]

Q3. (4 marks)

Explain the following characteristics of management:

- a) Management is a continuous process.
- b) Management is a group activity.
- c) Management is multidimensional.
- d) Management is a dynamic process. [4]

Q4. (4 marks)

“Coordination is the essence of management.” Explain the statement by discussing **any four points** highlighting the importance of coordination. [4]

Q5. (6 marks)

A company manufactures electronic goods. The production department wants to increase production, the finance department wants to reduce expenditure, and the marketing department wants to offer heavy discounts to increase sales. Due to a lack of coordination, the company is unable to achieve its targets.

- a) Identify the concept of management highlighted in the case. [1]
- b) Explain any **three characteristics** of this concept. [3]
- c) Explain any **two points** showing its importance in achieving organisational goals. [2]

Note: Answer all questions. Marks are indicated against each question.