

## BUSINESS STUDIES · CHAPTER 4

# Planning

A 1-page guide for parents · 90-second read.

### EXPECTED MARKS

**6-7 out of 7. Below 4 means types-of-plans and the 7-step process are not memorised cleanly.**

### TIME TO MASTER

**6-8 hrs**

### HELPLINE

**70330 05444**

### WHAT THIS CHAPTER IS, IN PLAIN ENGLISH

Your child is studying PLANNING — the first and most basic function of management. The chapter teaches that planning means deciding in advance WHAT to do, HOW, WHEN and WHO will do it. It covers seven features of planning (goal-oriented, primary, pervasive, continuous, futuristic, mental exercise, involves decision-making), six points on why planning is important (gives direction, reduces uncertainty, reduces wasted effort, promotes innovation, helps decisions, sets control standards), and six limitations (rigidity, can fail in a dynamic environment, kills creativity, costs money, takes time, no guarantee of success). The most-tested portion is the SEVEN-STEP PLANNING PROCESS (Set Objectives → Develop Premises → Identify Alternatives → Evaluate → Select → Implement → Follow-up) and the TYPES OF PLANS — Objective, Strategy, Policy, Procedure, Method, Rule (standing plans used repeatedly) plus Programme and Budget (single-use plans).

### 5 QUESTIONS TO ASK YOUR CHILD

- What is planning? Why is it called the 'primary' function of management?
- Explain any 5 importance points of planning with an example each.
- List the 7 steps of the planning process in correct order.
- What is the difference between a procedure, a method and a rule?
- Which plans are single-use and which are standing? Give examples.

### WEAK-SPOT INDICATORS

- Confuses procedure, method and rule (the single most-tested distinction).
- Cannot list the 7 process steps in correct order, especially skips 'developing premises' or 'follow-up'.
- Defines strategy as 'just a long-term plan' — misses the 3 dimensions (long-term + environment + competition).
- Lists features when asked for importance, or vice-versa.

### WHEN TO WORRY — AND WHAT TO DO

Ch 4 is the gateway to the four management-functions chapters that follow (Organising, Staffing, Directing, Controlling). Weakness here cascades — control standards are set in planning, so a student weak on planning will struggle with Chapter 8 too. Fix is repeated writing practice: one 'Types of Plans' answer and one 'Process' answer per week.

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