

Worksheet 2

Nature And Significance Of Management

Q.1 'Is management concerned only with doing the right task, completing activities and achieving goals without taking into consideration the cost benefit ?

Give reason in support of your answer.

Q.2 After every three months, Mr. Peter, sales manager offers new trade promotion schemes to its distributors. He plans to introduce new varieties of products keeping in mind the needs of a customer and promotional schemes from his competitors. This gives him an added advantage over his competitors.

Identify which characteristics of management is reflected in above situation? Explain it briefly.

Q.3 Three groups of employees of Bhuvan Ltd. Are working at different levels. The first group is responsible for survival and growth of organisation with a view of coping with changes going on in the business environment. This group prefers to include the changes immediately in the plan.

The second group explains the policies of superiors with the employees and try to develop the feeling of cooperation among all the departments.

The third group is responsible for maintaining quality and safety standards and minimising wastages.

(i) Identify the levels of management described in above para. By quoting the lines.

(ii) State any two functions of each type

Q.4 After every three months Mrs. Mansi offers new scheme to its distributors and agents. She tries her best to bring changes keeping in mind the needs and wants of customer and incentives offered by competitors. This gives first mover advantage to Mansi and edge over the competitors

(i) Identify the characteristics of management followed by Mansi.

(ii) Explain it briefly.

Q.5 During festival season Bhuvan and Mansi Ltd. received a new order of 10,000 mobile phones to be delivered in 10 days, failing which the contract will be null and void. To complete this production manager planned to outsource the production so that order could be delivered on time. The outsourcing resulted in increase in cost by 30%.

(i) Do you think the production manager performed duties effectively and efficiently?

(ii) Give any two points of difference between effective and efficiency.

Q.6 Vivo mobile aims to produce 20,000 in 2017. To achieve this target production department strives for timely production, finance department agreed for timely release of funds, purchase agreed for timely supply of raw materials and sales department agreed to take all possible steps to sell them. Due to combined efforts of all the departments, company can achieve its target.

(i) Which characteristic of management is highlighted in above para?

(ii) Which importance of management is highlighted here?

(iii) Which other aspect of management helps the Vivo Mobile Ltd. to achieve its objectives.

Q.7 The management of Amaira Ltd. strongly believes that the members of the organisation should work towards fulfilled the common organisational goals. This requires team work and integration of efforts of all individuals departments and specialists. This is because all the individuals and departments depend on each other for information and resources to perform their respective

activities. Manager needs to reconcile differences in approach, timing, efforts and interest. At the same time it should enable all its members to grow and develop. Thus, there is a need to harmonise individual goals and organisational goals.

- (i) State the concept of management discussed above.
- (ii) State any three features of the concept identified in above para.
- (iii) State value referred in above para.

Q.8 The manager of Alpha Ltd. is very efficient and effective and makes sure all the employees and workers in his team perform the task on time with minimum cost. His main focus is on cost cutting so he never listens to the demand of workers for increasing wages. He frustrated and disheartened all the time.

- (i) Which objective of management could not be achieved by the manager.
- (ii) State other two other objectives of management.
- (iii) State any one value ignored by the manager.

Q.9 In an organisation sales department wants to increase the sale by 20% so sales department planned to offer extra discounts to customers. Finance department raised objection on it as they say it will result in loss of revenue and company may face liquidity problem.

- (i) Name the importance of coordination referred here.
- (ii) State other two importance of coordination.

Q.10 A group of people believes that management is a systematic body of knowledge that explains certain general truth and is based on logical observations.

--Identify and explain the nature of management discussed in above case.

Q.11 Management of Alpha Ltd. has installed a special recycling plant to recycle the waste instead of dumping the waste inground. It is also providing employment opportunities to local residents. Company started a school nearby for the children of their employees.

- (i) Identify the objective company is fulfilling.
- (ii) Quote the lines from above para which indicate those objective.

Q.12 Sonu Nigam, Mr. Rajiv, manager of Headlines Ltd. uses his creativity and practice management principles under different situations to manage the business. The employees are happy and satisfied as he everyday reward employees for their punctuality and efficiency.

- (i) Identify the nature of management highlighted above.
- (ii) Name other two aspects of nature of management.
- (iii) Identify the values followed by Mr. Rajiv.