

Q.1) Attempt any three.

Q.1) Define Management?

1] Henry Fayol = "To plan, To forecast, to organise, to command, to co-ordinate & to control is called as Management."

2] Blanchard = Mgt is working through individuals & groups to accomplish organizational goal.

3] Mary Parker = "It is getting things done by other."

4] Robinson = "Mgt is a process of optimising human, material & financial contribution for achieving the organizational goal."

5] Drucker = "The systematic organisation of economic resources."

6] Mescom = "Mgt is the process of planning, organising, leading & controlling the effort of organization members & of using all organizational resources to achieve stated organisational goal."

fig-1

Worker	→	Task
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(Without mgt).

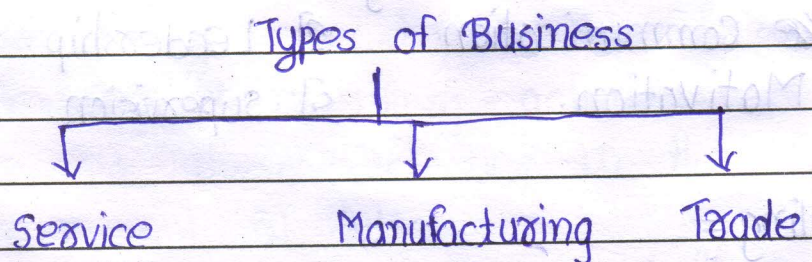
fig-2

Manager	→	other people	→	Task
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(With mgt).

2) Explain types of business?

→ The different kinds of enterprises through which business activities takes place are divided into 3 groups as follows:



service = - service is different than manufacturing & trading of goods.

- service industry is the major type of business running in India. Some companies provide services after sell their products to the customer.

- service can be provided to the government or any other business.

- example = banking, BPO.

Manufacturing = - Manufacturing is another type of business which is very important as many other business depends on it.

- In manufacturing, the items are produced using raw material with the help of diff^o engineering process.

Trade = These enterprise are concerned with the distribution of products i.e. sales, transfer or exchange of goods to business.

- e.g. - wholesale, Retail establishment.

3] Explain following functions of management?

A] Directing

B] Controlling.

A] Directing = - Direction is providing correct way of working i.e. giving direction.

- Directing involves =

1] Giving instruction to sub-ordinates.

2] Giving the sub-ordinates to do the work.

3] supervising the sub-ordinates to make certain work done as per plan.

- Sub-function of directing =

1] Communication

2] Leadership.

3] Motivation.

4] supervision.

B] Controlling =

- It is a process that measures actual performance with the standard performance.

- It involves =

i] Establishing standard of performance.

ii] To compare the actual performance with standard performance.

iii] Taking action to correct any performance, if required.

- Work on correct track with correct speed is possible by controlling firm only.

Q] What is organization? State steps in organisation?

When two or more people get together & agree to co-ordinate their activities in order to achieve the common goal.

- e.g.: Any company, any government, any institute.

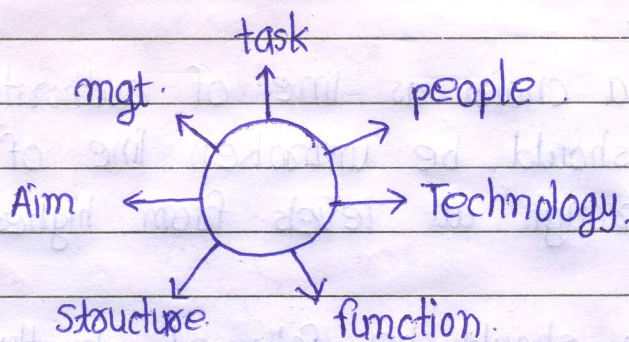
- The aim for forming organization are =

1] Combined effort

2] Everyone is responsible.

3] Teamwork.

4] Ordered way of working.



Steps in Organization :-

1] Objective / aim / goals are determined.

2] Formulating supporting policies & plans.

3] Identifying & classifying activities.

4] Grouping these activities in the best way.

5] Assignment of duties.

6] Horizontal & vertical relationship of Authority & responsibility.

- Q.3] State Principles of management? Explain any one?

Principles of Management:

- 1] Division of Work [D]
- 2] Authority & Responsibility [A]
- 3] Discipline [D]
- 4] Unity of Command [U]
- 5] Unity of direction [U]
- 6] stability [S]
- 7] Remuneration [R]
- 8] Scalar chain [S]
- 9] Equity [E]
- 10] Subordination of individual interest to general interest [S]
- 11] Order [O]
- 12] Centralization of Authority [C]
- 13] Initiative [I]
- 14] Esprit the corps [E]

Scalar chain =

- It is a chain as line of authority.
- There should be unbroken line of authority & command through all levels from highest to lowest rank.
- The chain should be followed strictly.

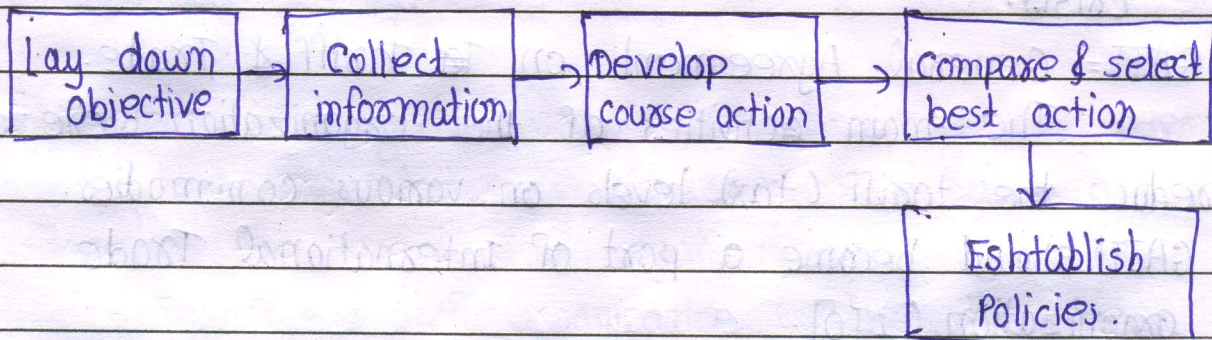
Q.4

Q.2] Compare Line organization & Staff organization.

Line Organization	Staff organization.
i] Vertical type of structure.	i] Horizontal type of structure.
ii] Lack of specialization.	ii] Specialization is main.
iii] Also called as scalar organization.	iii] Also called as sta functional organization.
iv] Decision are quick.	iv] slow decision.
v] Confusion is less.	v] Confusion is more.
vi] High level of discipline.	vi] Discipline is lack.
vii] No knowledge sharing.	vii] Knowledge sharing.
viii] Reporting structure is clear.	viii] Reporting structure is complicated.

Q.3] "Planning is most important function" Explain?

- Planning can be defined as "What to do?, how to do, & who will do it?"
- The base of success of any project or goal of organizing is planning.
- The best plan gives best result.
- Planning diagram:-



- Types of plans could be broadly detailed or summarized plan depending on information present in it. The other types of plans are-

- A] Operational Plan
- B] Tactical Plan.
- C] strategic plan.
- D] Management Plan.

- Objective of plan -

- i] To achieve the organizational goal.
- ii] To increase the productivity.
- iii] To avoid unnecessary goals.
- iv] Allocation of rights & responsibility.

Q] What is globalization? State Advantages & disadvantages of globalization w.r.t. India?

→ Globalization -

- Globalization is the process which allows different countries to do their business & provide service among them.
- The major effect of globalization is that it has allowed companies to increase their base of operations expand their workforce with minimal investment & provide new services to a broad range of customer.
- This policy made Indian economy one of the fastest growing economies in the world.
- Most importantly globalization integrated Indian economy into global economy.
- Before, globalization, Indian Economy was in major exisis.
- GATT = General Agreement on ~~to~~ Tariff & Trade.
The main activities of the organization were to reduce the tariff (tax) levels on various commodities.
- GATT should become a part of International Trade Organization (ITO).

- Advantages of globalization w.r.t. India =

- 1] Information & money is flowing rapidly.
- 2] Increased in free trade betⁿ nations
- 3] Increase the collaboration.

- Disadvantages of globalization with respect to India =

1] Increased in flow of skilled & non-skilled people from India to foreign countries.

2] It cause unemployment in one country.

3] Over use of heavy dependance on communicational media.

Q.3] Attempt any two.

1] Differentiate between Administration & management?

Administration
i] It determines objectives & major policies of organization.

Management
i] It implements the policies & plan laid down by administration.

ii] Administration is determinative function.

ii] Management is an executive function.

iii] It takes major decision of enterprise.

iii] It takes decision within the structure set by administration.

iv] It is top-level activity in an organization.

iv] It is a middle-level activity in an organization.

v] It does not need technical ability.

v] It needs technical ability.

2] Explain line & staff organization & its relative advantages?

→ - line organization is developed step-by-step to shape as the line & staff organization.

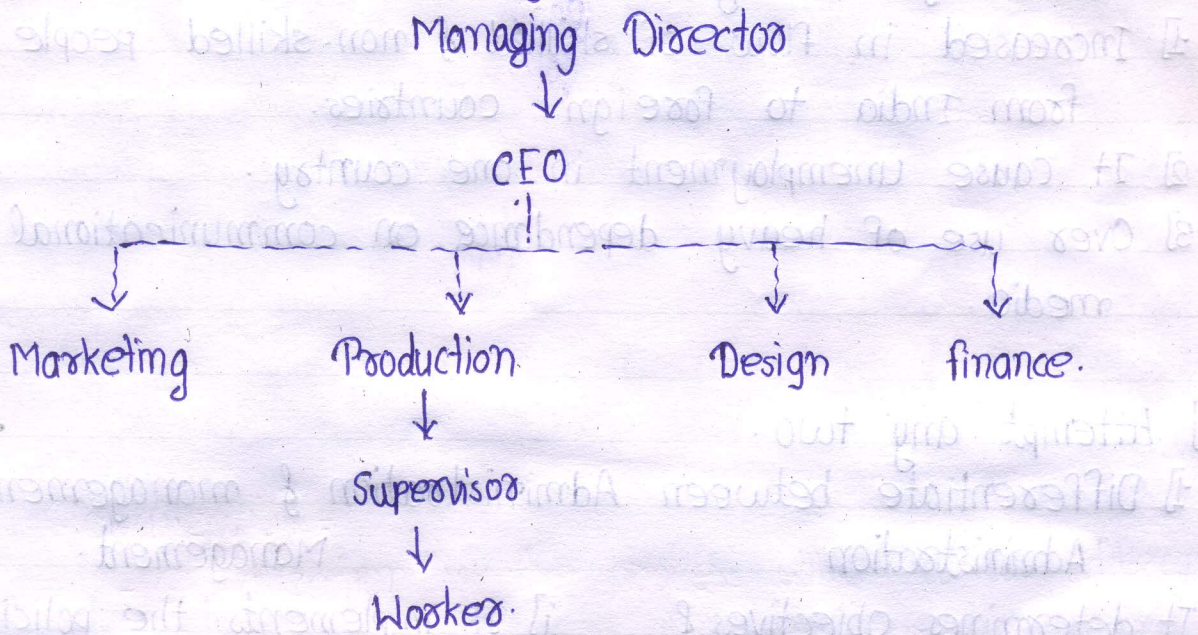
- The line & staff organization combines the line organization with staff organization.

- It combine both horizontal & vertical structure.

- A wide variety of positions exist within the line & staff organization.

- These type of organization shows characteristic of both line & staff also.

- Illustration of line & staff =



- Advantages of line & staff organization:-

- i] Perfect work division
- ii] Improved product quality.
- iii] system work smoothly.

- Disadvantages of line & staff organization -

- i] Discipline is poor.
- ii] Attitude of people.
- iii] complexity reduce performance.

3] Explain concept of IPR? State & Explain any four types of IPR?

→ IPR - stands for Intellectual Property Rights.

- IPR refers to creation of human mind like - invention, literary & symbol.

- IPR defined as - "The law which protects the right of person whose idea generate the product which can be slw, book, trademark, logo etc.

Types of IPR -

A] Copyrights - Copyrights is a set of exclusive rights granted by state to the creator of original work or invention for limited period of time

- Copyright is expressed by © symbol.
- Copyright includes rights to copy & distribute the work.

B] Patent = The invention done by individual or group have to be registered with government is called as patent.

- Patent are registered for limited time period. After certain period (generally 20 years) they become a public property.

C] Trademark = Trademark are the symbol which indicates an individual, business organization or other legal entity identify the service or products.

- Symbol - TM or ®
- Trademark includes - a] Name b] logo c] Image d] Design.

D] Geographical Indication = Indication of products from particular/specific location.

- The special characteristic of the goods relates to geographical area that's why they are known as "geographical indication".

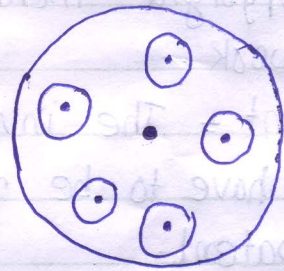
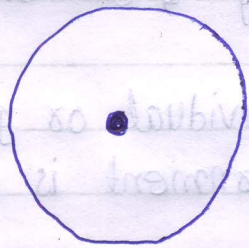
- e.g:- Kolhapuri chappali.

Q] What is Departmentation? State its advantages?

- When the number of employees are increased, it is difficult to manage them directly, so they are divided into 'section'.

- Departmentation can be defined as - "Identifying & grouping of similar activities on logical basis in order to obtain the objective of the organization".

- e.g:- Marketing, production, design, stores are various departments in any organization.



a) Organization before departmentation.

b) Organization with diff^{erent} department.

- Advantages of Departmentation:-

- i) Work can be done smoothly.
- ii) No confusion, work repetition.
- iii) Decisions are quick.
- iv) Less wastage of resource.

Departmentation is classified into:-

- A) Centralization & Decentralization
- B) Authority & Responsibility.
- C) span of Control.

What is Departmentation? State its advantages. When the number of employees are increased it is difficult to manage them directly so they are divided into sections. Departmentation can be defined as "Identifying & grouping of similar activities on logical basis in order to obtain the objective of the organization". e.g. Marketing, production, design, stores are various departments in any organization.