

Josh Enterprises decides to have a meeting of all the key employees of different departments in the organisation. The main motive is to tell the employees to keep the target of 20% increase in sales as the main objective when they work throughout the year. The meeting is full of ideas regarding the employees and processes involved. Various plans are made to harness the potential of the employees and streamline the processes. However with the passage of a few days the external business environment checks the capability of the organisation to adapt to the situations. The company successfully comes out at the end of the year with flying colours.

What are the various characteristics of management you can find highlighted here? Also identify the lines in which these characteristics have been highlighted.

Kamal, Khan and Devid are partners in a firm engaged in the distribution of dairy products in Madhya Pradesh. Kamal is a holder of Senior Secondary School Certificate from Central Board of Secondary Education with Business Studies as one of his elective subjects. Khan had done his post graduation in Hindi literature and Devid in Dairy Farming. One day there was a serious discussion between Khan and Devid regarding the nature of 'Management as a Science'. Khan argued that management was not a science whereas Devid was of the opinion that Management is a Science. Kamal intervened and corrected both Khan and Devid about the nature of Management as a Science with the help of his knowledge of Business Studies.

Explain, how Kamal would have been able to satisfy both Khan and Devid?

**Answer**

Aman, Ahmad and Ally are partners in a firm engaged in the distribution of dairy products in Maharashtra state. Aman is a holder of Senior Secondary School :ate from Central Board of Secondary Education with Business Studies as one of his elective subjects. Ahmad had done his post graduation in History and Ally in dairy farming. One day there was a serious discussion between Ahmad and Ally regarding the nature of management. Ahmad argued that management was a profession. Whereas Ally argued against it saying that the legal and medical profession are the only professions because they fulfill all the conditions of profession. Aman on the basis of his knowledge of business studies explained the nature of management as a profession to Ahmad and Ally.

Explain, how Aman would have satisfied both Ahmad and Ally.

In an island there is a famous ship company. Hundreds of workers work here. All of them belong to a culture where they help each other. The environment in the company is about helping each other thus leading to a great environment in the company. However the company lacks professionalism. Most of the workers are school dropouts and they hardly know how to make their work synchronized as a team. Failing of plans is common in this company.

After reading the above case find out the concept of management which is followed and its advantage. Also find out one concept of management which is violated and its outcome on the company. 4

Cyclone Cycles is a leading bicycle manufacturing company. The company decides to manufacture 5000 bicycles by the end of the month. The bicycle manufacturing cost is to be kept below Rs.750 per unit. The bicycles have to be manufactured at the set toughness enduring capacity at the scale of 8 out of 10. With all these parameters in mind the company kick starts its manufacturing. By the 28th of the month the company is able to achieve the manufacturing of 5050 bicycles. The toughness endurance scale is well above 8.25 out of 10. When everything seems to have gone well the manufacturing department reveals that per unit cost of each bicycle is Rs.780.

In the above case do you think that the company has been able to achieve Effectiveness? 1

White Camel Sports Ltd. has recently given job to two employees. Rajesh work experience as Rajesh is a bit older and had worked in an MNC earlier. However both are paid equally. Every person in their department knows that Rajesh is more efficient than Suresh. Definitely they see a mismatch in the salaries and the efficiencies of the employees in the company. The marketing department of the same company has this year set a monthly target of 10000 units of sports items to be sold. In the month of March 6000 items were sold and the deviation was 4000 units. In the month of April 8000 units were sold and the deviation was 2000 units. Despite these deviations no effort is being made to track the performance of the company to minimize the gaps.

In the above case which two functions of management have been discussed? A very important concept of management has also been overlooked. Identify it.

In a country named Wonderland acting is considered as a profession. Whosoever has to become an actor has to read books written about acting. These books tell the nuances of acting and without reading these books one can't be considered as an actor. To judge the ability of an actor an examination is conducted and then a degree is assigned to the qualified persons who can then act in films. There is also a body which provides membership to all actors. There are about thirty thousand actors in wonderland who are compulsorily members of this organisation. What are the three features of profession highlighted here? Also identify the lines highlighting these features?

Dheeraj, Neeraj and Suraj are three friends. They work in the same company. They are managers but they belong to three different levels of management. Every day they meet and discuss their work with each other. One day they were having a conversation.

Dheeraj said, "These days I am having a lot of problems motivating the people at Shop Floor. I have decided to purchase two new machines. I know I will have to set an example by being the best leader."

Neeraj said, "I am having problem with knowing the exact requirement of people in my department. Different policies have to be informed to the employees so that they become aware of our company's goals. I also have to coordinate with other departmental heads to know their requirements."

Suraj said, "I have to decide for long term. I know I will be ultimately responsible for every activity. All the policies and strategies require a lot of planning before formulation."

In the above case identify the different levels of management these three friends belong to.

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XYZ Ltd. is a management oriented company. Time and again all the employees learn from their seniors various ways of dealing with diverse situations. They are provided training whenever required. They are also given incentives both financial as well as non financial. The result is employees see their development in the organisation. The organisation tries to behave as a responsible constituent of society and always creates good quality products. It has a very good image in the market. The training modules are superb and the employees always try to find unique ways of providing solutions in the context of rapidly changing business environment. This has helped the organisation to adjust frequently in a very good manner. Which importance of management is highlighted here? Also identify the lines.

Gold Land Pvt. Ltd. is a wheat producing company. Daily 5000 bags of wheat weighing 10 kg each are produced here. In comparison to the previous year this year has been less number of bags produced on a per day basis. The number is around 4500 which is less than the target of 5000 set by the company. The company however has been able to reduce the costs involved in comparison to last year's spending on the production and packaging of each bag. The quality of bags has also been up to the mark.

Identify the concept of management ignored here.

A floor manager of a mall is a very good manager as he utilizes all the functions of management to minimize cost of maintenance of his area. He directs all the staff members under him to follow the targets and advises them to put their efforts in the direction of achievement of these targets. Under his guidance the employees admit that they learn a lot and are able to meet their targets. This has led to the increase in their salaries. Identify the importance of management highlighted above.

Alpha Beta Inc. decided to go for perfect coordination in the various aspects of the company. They focus on synchronization of all the activities of the organisation. For this they know coordination will be the key. At the stage of thinking of what is to be done throughout the year they decide to take into consideration the harmony between the goals of the organisation and those of the individual departments. When they hire employees they pay them only after evaluating their worth in terms of how efficient they are. Finally when the last month of production comes they, time and again check the deviation between the set targets and the actual production done.

In the above paragraph the main focus is on coordination. However various functions of management also come into picture. You have to identify the three functions of management highlighted above in which coordination can be seen.