

KENDRIYA VIDYALAYA SANGATHAN AHMEDABAD REGION**CH-1,NATURE AND SIGNIFICANCE OF MANAGEMENT****WORKSHEET - 1****NAME OF STUDENT:****DATE:****Q.1** What is meant by management?**Ans** Management is the process of planning, organising, staffing, directing and controlling the enterprise resources efficiently and effectively for achieving the goals of the organisation**Q.2** Explain the meaning of efficiency and effectiveness.**Ans** Effectiveness in management is concerned with doing the right task, completing activities and achieving goals. Efficiency means doing the task correctly and with minimum cost**Q.3** Explain any five points of importance of coordination.**Ans** (i) Growth in size, (ii) Functional differentiation, (iii) Specialisation:**Q.4** State any five points that highlight the importance of management.**Ans** 1.it helps in achieving group goals,2. increases efficiency, 3.creates a dynamic organisation,4. helps achieve personal objectives and 5.contributes to the development of society.**Q.5** State any three functions of top , middle and lower level of management.**Ans** The top management focuses on -determination of objectives and policies, Responsible for the welfare and survival of the organisation , responsible for all the activities of the business and for its impact on society
2.middle -(i) interpret the policies framed by top management, (ii) ensure that their department has the necessary personnel, (iii) assign necessary duties and responsibilities to them, and
supervisory or operational management directly oversees the efforts of the workforce, e they interact with the actual work force and pass on instructions of the middle e they interact with the actual work force and pass on instructions of the middle level managaement and wastage of materials is minimised and safety standards are maintained.**Q.6** Is management a full-fledged 'profession' . Give reasons for your answer.**Ans** A profession has the following characteristics: (i) Well-defined body of know^lledge: All professions are based on a well-defined body of knowledge that can be acquired through instruction. (ii) Restricted entry: The entry to a profession is restricted through an examination or through acquiring an educational degree. For example, to become a chartered accountant in India a candidate has to clear a specified examination conducted by the Institute of Chartered Accountants of India. (iii) Professional association: All professions are affiliated to a professional association which regulates entry, grants certificate of practice and formulates and enforces a code of conduct. To be able to practice in India lawyers have to become members of the Bar Council which regulates and controls their activities. (iv) Ethical code of conduct: All professions are bound by a code of conduct which guides the behaviour of its members. All doctors, for example, take the oath of ethical practice at the time they enter the profession. (v) Service motive: The basic motive of a profession is to serve their client's interests by rendering dedicated and committed service. The task of a lawyer is to ensure that his client gets justice.

Management does not meet the exact criteria of a profession. However, it does have some of the features of a profession

Q.7 Management is considered to be both science and arts .explain.

Ans	<p>Management as an Art</p> <ol style="list-style-type: none"> 1. A successful manager practices the art of management in the day-to-day job of managing an enterprise based on study, observation and experience. 2. There are various theories of management, as propounded by many management thinkers, 3. A manager applies this acquired knowledge in a personalised and skillful manner in the light of the realities of a given situation. <p>Management as science</p> <p>(i) Systematised body of knowledge: Science is a systematic body of knowledge. Its principles are based on a cause and effect relationship. For example, the phenomenon of an apple falling from a tree towards the ground is explained by the law of gravity. (ii) Principles based on experimentation: Scientific principles are first developed through observation and then tested through repeated experimentation under controlled conditions. (iii) Universal validity: Scientific principles have universal validity and application</p> <p>The practice of management is an art. However, managers can work better if their practice is based on the principles of management. These principles constitute the science of management. Management as an art and a science are therefore not mutually exclusive, but complement each other.</p>
Q 8	Discuss the basic features of management as a profession.
	<p>(i) All over the world there is marked growth in management as a discipline. It is based on a systematic body of knowledge comprising well-defined principles based on a variety of business situations. This knowledge can be acquired at different colleges and professional institutes and through a number of books and journals. The subject of management is taught at different institutions. Some of these have been set up with the specific purpose of providing management education such as the Indian Institutes of Management (IIMs) in India. Entry to different institutes is usually through an examination. (ii) There is no restriction on anyone being designated or appointed as manager in any business enterprise. Anyone can be called a manager irrespective of the educational qualifications possessed. Nature and Significance of Management 17 Unlike professions such as medicine or law which require a practicing doctor or lawyer to possess valid degrees, nowhere in the world is it mandatory for a manager to possess any such specific degree. But professional knowledge and training is considered to be a desirable qualification, since there is greater demand for those who possess degrees or diplomas from reputed institutions. Therefore, as such the second criterion has not been strictly met. (iii) There are several associations of practising managers in India, like the AIMA (All India Management Association) that has laid down a code of conduct to regulate the activities of their members. There is, however, no compulsion for managers to be members of such an association nor does it have any statutory backing. (iv) The basic purpose of management is to help the organisation achieve its stated goal. This may be profit maximisation for a business enterprise and service for a hospital. However, profit maximisation as the objective of management does not hold true and is fast changing. Therefore, if an organisation has a good management team that is efficient and effective it automatically serves society by providing good quality products at reasonable prices</p>
Q 9	Coordination is the essence of management. Do you agree? Give reasons.

	<p>Coordination is the force that binds all the other functions of management. It is the common thread that runs through all activities such as purchase, production, sales, and finance to ensure continuity in the working of the organisation.</p> <p>Coordination is sometimes considered a separate function of management. It is however, the essence of management, for achieving harmony among individual efforts towards the accomplishment of group goals. Each managerial function is an exercise contributing individually to coordination.</p> <p>Coordination is implicit and inherent in all functions of an organisation. The process of coordinating the activities of an organisation begins at the planning stage itself.</p> <p>Top management plans for the entire organisation. According to these plans the organisational structure is developed and staffed. In order to ensure that these plans are executed according to plans directing is required. Any discrepancies between actual and realised activities are then taken care of at the stage of controlling. It is through the process of coordination that a manager ensures the orderly arrangement of individual and group efforts to ensure unity of action in the realisation of common objectives.</p> <p>Coordination therefore involves synchronisation of the different actions or efforts of the various units of an organisation. This provides the requisite amount, quality, timing and sequence of efforts which ensures that planned objectives are achieved with a minimum of conflict</p>
<p>Q 10</p>	<p>Management is a series of continuous interrelated functions. Comment</p>
	<p>Management is described as the process of planning, organising, directing and controlling the efforts of organisational members and of using organisational resources to achieve specific goals.</p> <p>Planning is the function of determining in advance what is to be done and who is to do it. This implies setting goals in advance and developing a way of achieving them efficiently and effectively</p> <p>Organising is the management function of assigning duties, grouping tasks, establishing authority and allocating resources required to carry out a specific plan. Once a specific plan has been established for the accomplishment of an organisational goal, the organising function examines</p> <p>Staffing simply stated, is finding the right people for the right job. A very important aspect of management is to make sure that the right people with the right qualifications are available at the right places and times to accomplish the goals of the organisation. This is also known as the human resource function and it involves activities such as recruitment, selection, placement and training of personnel. Infosys Technologies which develops software needs systems analysts and programmers, whereas Fabmart needs a team of designers and craftspeople.</p> <p>Directing involves leading, influencing and motivating employees to perform the tasks assigned to them. This requires establishing an atmosphere that encourages employees to do their best. Motivation and leadership are two key components of direction.</p> <p>Controlling is the management function of monitoring organisational performance towards the attainment of organisational goals. The task of controlling involves establishing standards of performance, measuring current performance, comparing this with established standards and taking corrective action where any deviation is found. Here management must determine what activities and outputs are critical to success, how and where they can be measured and who should have the authority to take corrective action. When Suhas</p>

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Q. 1 Karan, Charan and Sonu are partners in a firm engaged in the distribution of dairy products in Madhya Pradesh. Karan is a holder of Senior Secondary School Certificate from Central Board of Secondary Education with Business Studies as one of his elective subjects. Charan had done his post-graduation in Hindi literature and Sonu in Dairy Farming. One day there was a serious discussion between Charan and Sonu regarding the nature of 'Management as a Science'. Charan argued that Management was not a science whereas Sonu was of the opinion that Management was a science. Karan intervened and corrected both Charan and Sonu about the nature of Management as a Science with the help of his knowledge of Business Studies. Explain, how Karan would have been able to satisfy both Charan and Sonu.

Ans Karan would have satisfied both Charan and Sonu by explaining the following features of Management as a Profession:

(i) Well-defined body of knowledge: All professions are based on a well-defined body of knowledge that can be acquired through instructions. Management too is based on a systematic body, of knowledge comprising well defined principles. This feature of profession is present in the management. (ii) Restricted entry: The entry to the above stated profession is restricted through a prescribed qualification. But there is no restriction on anyone being appointed as a manager in any business enterprise. So, presently this feature of profession is not present in the management. (iii) Professional association: Legal and medical professions are affiliated to a professional association like bar council and medical council which regulates entry, grants certificate of practice and formulates and enforces a code of conduct. There are several associations of practising managers in India, like the AIMA that has laid down a code of conduct to regulate the activities of their members. There is, however, no compulsion for managers to be members of such an association. So, presently this feature of profession is not present in the management. (iv) Ethical code of conduct: Legal and medical professions are bound by a code of conduct which guides the behaviour of its members. AIMA has devised a code of conduct for Indian managers but there is no statutory backing for this code. So, presently this feature of profession is not present in the management. Read more on Sarthaks.com - <https://www.sarthaks.com/87868/aman-ahmad-ally-partners-firm-engaged-the-distribution-dairy-products-maharashtra-state>

Q. 2	<p>Malvika is manager of a well-known company manufacturing garments for teenagers. She plans her winter collection in the month of September itself. Then, she ensures that there is sufficient manpower. She continuously monitors whether the production is proceeding as per plans. She asks the marketing department to prepare their promotional and advertising campaigns.</p> <p>(a) Identify and explain the concept of management highlighted in the above paragraph</p> <p>(b) State the characteristic highlighted in the above paragraph of the concept identified in (a) above.</p>
An s	<p>Planning Planning is futuristic</p>
Q. 3	<p>Ratan 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.</p>
An s.	<p>1. goal oriented, 2. Multidimensional and 3. dynamic</p>
Q. 4	<p>In a country named Kingson 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</p>
An s	<p>The three features of profession highlighted here are:</p> <ol style="list-style-type: none"> 1. Well-defined body of knowledge. An actor has to read books written about acting. 2. Restricted Entry. To judge the ability of an actor an examination is conducted and then a degree is assigned to the qualified person who can act in films. 3. Professional Association. Actors in Wonderland who are compulsorily members of this organisation.

Q. 5	A company wants to modify its existing product in the market due to decreasing sales. You can imagine any product about which you are familiar. What decisions/steps should each level of management take to give effect to this decision?
Ans	<p>The top management focuses on -determination of objectives and policies, Responsible for the welfare and survival of the organisation , responsible for all the activities of the business and for its impact on society</p> <p>2.middle -(i) interpret the policies framed by top management, (ii) ensure that their department has the necessary personnel, (iii) assign necessary duties and responsibilities to them, and</p> <p>supervisory or operational management directly oversees the efforts of the workforce, e they interact with the actual work force and pass on instructions of the middle e they interact with the actual work force and pass on instructions of the middle level managaement and wastage of materials is minimised and safety standards are maintained.</p>
Q. 6	Renuka is the marketing manager of a company selling laptops .She plans the target sale of 2000 laptops per month. She allocates necessary resources to execute the plan. She has 5 salesmen working under her. She works with them guiding and motivating them to achieve the target sales. At the end of the month after comparison of actual sales with the target sales she found that actual sales exceeded the target sales. She rewards the efficient employees in order to motivate them. Identify the four functions of Management highlighted above by quoting the lines.
Ans	<p>Renuka is performing the following functions of management:</p> <p>(i) Planning - 'She plans the target sale of 2000 laptops per month.'</p> <p>(ii) Organising - 'She allocates necessary resources to carry out the plan.'</p> <p>(iii) Direction - 'She works with them, guiding and motivating them to achieve the target sales.'</p> <p>(iv) Controlling - 'At the end of the month, after comparison of actual sales with the target sales she found that actual sales exceeded the target sales.'</p>

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Q.1 What is meant by management?

Ans

Q.2 Explain the meaning of efficiency and effectiveness.

Ans

Q.3 Explain any five points of importance of coordination.

Ans

Q.4 State any five points that highlight the importance of management.

