

**VERY SHORT ANSWER TYPE QUESTIONS:**

1. "Successful organizations do not achieve their goals by chance but by following a process. Name the process.
2. Name the process of designing and maintaining an environment in which individuals working together in groups efficiently accomplish selected aims.
3. Name the process of working with and through others to effectively achieve organizational objectives by efficiently using limited resources in the changing environment.
4. What is the main focus of management?
5. What is meant by 'being effective and ignoring efficiency'?
6. Why is management concerned with the efficient use of resources?
7. "Management is the process of getting things done to achieve goals effectively and efficiently." What does the term 'process' mean in the definition?
8. To meet the objectives of the firm, the management of Anu Ltd. offers employment to physically challenged persons. Identify the management objective it is trying to achieve.
9. A business needs to add to its prospects in the long run. Identify the organisational objective highlighted by this.
10. Name two indicators of growth of business.
11. List any two organizational objectives of management.
12. Prachi Ltd. uses environment-friendly methods of production. Identify the objective it is trying to achieve.
13. To meet the objectives of the firm, the Asian Paints contributed large amount of funds to enable farmers to use local resources effectively. Identify the management objective it tried to achieve.
14. Name any two needs of the employees which are to be fulfilled by the management.
15. How does management help individual to develop team spirit, cooperation and commitment to group success?
16. Name the level of management:
  - a. overseeing the efforts of the workforce.
  - b. formulating organizational goals.
17. Aakash is the manager of the Northern division of a large corporate house. At what level of management does he work in the organization? What is his main task?
18. Your grandfather is working in an MNC as chief operating officer. At which level of management he is working?
19. Your uncle is serving as a foreman in a factory. At what level of management is he working?
20. What gives rise to different levels of management in an organization?
21. Name the level of managers who analyze the business environment and its implications for the survival of the firm.
22. Name the level of management responsible for all the activities of first managers.
23. At which level of management are the managers responsible for maintaining the quality of output and the safety standards?
24. Name the level of management at which the managers are responsible for implementing and controlling the plans and strategies of the organization..
25. At which level of management are the managers responsible for the welfare and survival of the organization?
26. Smart Industries is able to achieve the target production of 5,000 units within the prescribed period. However, to achieve the target on time, additional Rs. 40,000 were paid as overtime wages to employees. Do you think Smart Industries is effective and efficient in its working?
27. Sachin determines the overall objectives and strategies for the organization. He also interacts with business environment to analyze its implications. Name the managerial level

at which Sachin is working. State any four of his basic function.

OR

Mr. Adity Kapoor is responsible for framing plans and policies of M/s Ever shine Industries.

At which managerial level, he is working. Also discuss his main functions.

28. "A business needs to add to its prospects in the long run". Which organizational objective is highlighted in the statement? Mention two objectives under this category.
29. McDonalds offers 'Aloo Tikki Burger' to attract Indian customers, despite being a multinational food joint. Identify and discuss the characteristic of management highlighted in the given case.
30. Mukesh has limited authority and responsibility and intersects with the actual work force. At what level does he work in the organization?

### **CASE STUDIES**

31. Company X is facing a lot of problems these days. It manufactures white goods like washing machines, microwave ovens, refrigerators and air conditioners. The company's margins are under pressure and the profits and market share are declining. The production department blames marketing for not meeting sales targets and marketing blames production department for producing goods, which are not good quality meeting customer's expectations. The finance department blames both production and marketing for declining return on investment and bad marketing.
- What quality of management do you think the company is lacking? Explain briefly.
  - What steps should the company management take to bring the company back on track?
32. A company wants to modify its existing product in the market due to decreasing sales. What steps should each level of management take to give effect to this decision?

33. A firm plans in advance and has a sound organization structure with efficient supervisory staff and control system. On several occasion it finds that plans are not being adhered to. It leads to confusion and duplication of work. Advise remedy.

### **VALUE BASED QUESTION ANSWERS**

34. A famous doctor charges high fee consultation fee and refuses to treat the poor patients without consultation fee. He also pays attention to the medical representatives and agents of Pharma co. He takes gifts and commission also. In your view, is it professional behavior of doctor? Does he follow the code of conduct of a doctor?
35. An industrial unit, working in a backward area opens schools for education at nominal cost for the children of its employees and local people. By this act which value is promoted here?
36. A manufacturer of refrigerator uses new technology in place of using harmful gases, which do not cause air pollution. What value is being followed here?
37. ABC. Ltd is a leading automobile company in which the various departments are setting up their own objectives without paying any interest to the organizational objectives. Name the values which are ignored by the departmental heads and the impact of it on the organization.