

(Weightage Chapter 1,2 & 3 (16 Marks))

1 Nature and Significations of Management

Q.		Marks
1	List any two social objectives of Management.	1
Ans	i. To save environment from getting polluted. ii. To contribute in improving living standard.	
2	Mr. Prabal is working at the post of sales manager in Surabhi tel. ltd. last year, the targeted sales increased to 20,000 units from earlier target of 18,000 units. This he achieved very easily. To achieve this, He increased the expenditure on advertisement to almost double. i. Did sales manager perform his duty efficiently and effectively? ii. If not, then How?	1
Ans	Mr. Prabal is effective as he gets his job done but not efficient as the job is done at a very high cost.	
3	Volvo ltd. target to produce 10,000 shirts per month at a cost of Rs. 100 per shirt. The production manager achieved this target at a cost of Rs.90 per shirt. Do you think the 'Production manager' is effective? Give reason to support your answer.	1
Ans	Yes, because he has achieved the target.	
4	Your Grandfather has retired as the director of a manufacturing company. At which level of management was he working? Differentiate type of functions are performed at this level. State any one function.	1
Ans	(i) Top level Management, (ii) Determining objectives.	
5	"Management is both Science and Art." Explain this statement in brief.	3
Ans	Management as Science: Management contains all the features of science. But it cannot be called a perfect Science like Physics and Chemistry. The reason for this is that the subject matter of management is the human being whose behavior is continuously changing. Because of this feature, no permanent principles like the principles of Physics and Chemistry can be enunciated for it. Therefore, management is known as social science and not the perfect or physical	

	<p>science.</p> <p>Management as an Art: In simple words, an art means to apply the available skills to bring the desired results. The same thing is also available in management. A Manager tries to achieve the objectives through the application of his/her skill. On the basis, it can said that management is an art.</p>	
6	<p>Is there any difference in planning, organizing, staffing, directing and controlling of various organizations such as schools, a club, a restaurant and a steel plant?</p> <p>To which characteristics of management in this case related?</p>	3
Ans	<p>No, there is no difference as far as the functions of management are performed by various organizations. In other words, all the functions of management are performed in a similar manner in all types of organizations i.e business or non-business.</p> <p>This case is related with the characteristics of management, namely, management is all pervasive.</p>	
7	<p>Ritu is the manager of the northern division of a large corporate house. At which level does she work in the organization? What is her basic functions?</p>	1+2=3
Ans	<p>Ritu is working at the middle level of management in the organization. She is performing following functions:</p> <p>I. Interpreting Policies: At this level, policies framed by top level management are interpreted. Like the marketing manager introduces his salesman to the sales policy of the company that at no cost credit sales will be made.</p> <p>II. Preparing Organizational Set-up: Every middle level manager prepares outline of his respective department in accordance with the objectives of the organization.</p>	
8	<p>Mr. Sourabh, who is an M.B.A has appointed at the post of general manager in Sa-re-ga-ma Ltd. Company. Just after his appointed, he took a decision to set up a chemical plant near a residential colony. (The chosen location to set up the plant was favorable for many reason to the company). After some time, another important decision to the amount of charity been given annually to educational institution and religion institutions was withdrawn giving the justification that it was an unnecessary burden on the company. More emphasis was Given to the share of company in the market and in search of modern procedures. A part from this, a long time labour-dispute was resolved by taking a balanced decision.</p> <p>i. Tell whether Mr. Sourabh is at fault? ii If yes, the fault is in which content? iii. How can the mistake be amended?</p>	3
Ans	<p>Yes Mr. Sourabh is a fault. He is avoiding the social objectives of management. There is a need of rethinking on two issues:</p> <p>i. establishing chemical plant near a residential colony. ii. Giving Charity.</p>	
9	<p>Mega ltd. Was manufacturing water heaters. In first year of its operation he</p>	4

	<p>revenue earned by the company was just sufficient to meet its costs. To increase the revenue the company analyzed the reason of less revenues. After analysis the company decided:</p> <p>i. To reduce the labour cost by shifting the manufacturing unit to a backward area where labour available at a very low rate.</p> <p>ii. to start manufacturing solar water heaters and reduce the production of electric water heater slowly. This will not only help in covering the risk but also help in meeting other objectives too.</p> <p>(a) Identify and explain the objectives of management discussed above.</p> <p>(b) State any two values which the company wanted to communicate to the society.</p>	
Ans	<p>(a) The objectives of management referred to are:</p> <p>i. organizational objective: It refers to the utilization of human and material resources considering the interest of all stake holders.</p> <p>ii. Social Objectives: it refers to the consideration of the interest of the society during managerial activities.</p> <p>(b) Values:</p> <p>i. Providing employment opportunities.</p> <p>ii. Development of backward region.</p>	
10	<p>The marketing manager of 'Surya bulb Ltd.' Fixed the target of all his sales executives and gave them all the possible authorities to achieve it. They were asked to submit to him their performance report at the end of the month. All of them did the same. On the receipt of report the expected and actual result of the sales executives were compared. On this basis planning for future is done. The sales executive also wrote in their report what the expectations of the customer from the company were. Majority of them had written that they (customer) wanted the company to co-operate in the construction of the Dharmshaala going in the city at that time. The marketing manager placed this demand of the customer before the board of directors. This was happily accepted.</p> <p>i. identify the two functions of management describe above by quoting the relevant lines.</p> <p>ii. which two values are being given to the society.</p>	4
Ans	<p>i. (a) the market manager of surya _____ rights to achieve it. Organizing.</p> <p>(b) on the receipt _____ sales executive were compared. Controlling.</p> <p>ii. (a) Community Development.</p> <p>(b) Accomplishment of social responsibility.</p>	