

Write a précis of the following passage in about 100 words and suggest the title: (20+5)

Objectives pursued by organizations should be directed to the satisfaction of demands resulting from the wants of mankind. Therefore, the determination of appropriate objectives for the organized activity must be preceded by an effort to determine precisely what their wants are. Industrial organizations conduct market studies to learn what consumer goods should be produced. City Commissions make surveys to ascertain what civic projects would be of most benefit. Highway Commissions conduct traffic counts to learn what constructive programs should be undertaken. Organizations come into being as a means for creating and exchanging utility. Their success is dependent upon the appropriateness of the series of acts contributed to the system. The majority of these acts are purposeful, that is, they are directed to the accomplishment of some objectives. These acts are physical in nature and find purposeful employment in the alteration of the physical environment. As a result, utility is created, which, through the process of distribution, makes it possible for the cooperative system to endure. Before the Industrial Revolution most cooperative activity was accomplished in small owner-managed enterprises, usually with a single decision-maker and simple organizational objectives. Increased technology and the growth of industrial organizations made necessary the establishment of a hierarchy of objectives. This is true, required a division of the management function until today a hierarchy of decision-makers exists in most organizations. The effective pursuit of appropriate objectives contributes directly to organizational efficiency. As used here, efficiency is a measure of the want satisfying power of the cooperative system as a whole. Thus efficiency is the summation of utilities received from the organization divided by the utilities given to the organization, as subjectively evaluated by each contributor. Agha Zuhair Khan ? www.css.theazkp.com www.facebook.com/theccspoint The functions of the management process are the delineation of organizational objectives and the coordination of activity towards the accomplishment of these objectives. The system of coordinated activities must be maintained so that each contributor, including the manager, gains more than he contributes.

Objectives: ~~a base of~~ Management Process.

Objectives set by the organizations are based on the demands of human beings. Therefore City and Highway Commissions conduct surveys to ascertain these demands. The actions performed by these commissions are purposeful and physical in nature and distributed according to their utility among cooperative system. Later on, industrialization has changed the scope and levels of objectives. Effective implementation of these represents the organizations efficiency. The whole management process is based on these objectives and coordinations.

this sentence is too long

main idea is picked and discussed
over all content is fine but there is issue of clarity
write short titles
use marker for title and word count
writing is very poor
need improvement 6/20

Total - 300
Pres L - 90-85.