

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

The man, for instance, who, having wealth, is yet lacking in refinement of mind, who has no education by which he may understand and enjoy the beauties of literature, art and nature, can only use his money for the gratification of sexual appetites and be, therefore, not all-powerful. Any power he may have is the power of a brute which works for destruction rather than edification. On the other hand is the man of trained intellect, the man whose soul has been open to the noble influences around him, who has treasured up not gold but a store of precious learning. He looks calmly upon the world around him, scorns its follies and despises its so-called pleasures. He has within himself a source of intellectual joy in contemplation of the mysteries and problems of the world and its history. He is the Man of Power before whom the Man of Gold must bow down in homage as to a king. Carlyle, in his study, living with his wife on an income of \$100 per annum, but sending forth living words to stir the hearts of his countrymen, was more powerful than an American Millionaire, or any other whose money was used merely for perishable things of the world.

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Intellect : A True Wealth

Wealthy but uneducated man does not possess intellectual capabilities. He cannot enjoy and understand the culture. He spends money to fulfill his beastly desires, which is the only power he had. Such a person can never play his role towards betterment and enlightenment. In contrast, a man who is not wealthy but has trained intellect wisely analyzes the world around. He rejects the foolish behaviours and falsely perceived pleasures. He finds joy in reflecting on the world's mysteries and historical challenges. Such a man is really all-powerful and must be paid homage as to a king.

Word count: 98

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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 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 programmes 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 is 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 organization made necessary the establishment of a hierarchy of objectives. This in turn, 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.

The function of the management process is 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.

(CSS 1982)

Objectives of Organizations

Organizational objectives should be aligned with people demands. Different organizations conduct different studies and carry out ~~the~~ surveys to find out the suitability of project by considering wants of mankind. The main aim of organization is creating and exchanging utility - The success of organizations rely on the correct series of goal-directed acts which results in achievement of objectives. ^{However,} Industrial revolution has transformed the single owner based enterprises into organizations with hierarchical objectives. Efficiency of organization is achieved by following objectives effectively. Efficiency is total of ratio of the utility received and given to the organization assessed by each contributor. The management process is responsible for achieving objectives through well maintained system of coordinated activities in such a way that each get more than his contribution.