

✓ Exercise 2 .

Make a precis of the following passage and suggest a suitable title:

(Friendship is above reason, for though you find virtues in a friend, he was your friend before you found them.) It is a gift that we offer because we must, to give it as the reward of virtue would be to set a price upon it and those who do it have no friendship to give. If you choose your friends on the ground that you are virtuous and want virtuous company, you are no nearer to true friendship than if you choose them for commercial reasons. Besides, who are you that you should be setting a price upon friendship? (It is enough for any man that he has the divine power of making friends, and he must leave it to that power to determine who his friends shall be.) (For though you may choose the virtuous to be your friends, they may not choose you, indeed friendship cannot grow where there is any calculated choice.) (It comes like sleep, and you should be grateful, without any misgiving, when it comes.)

—A. Clutton Brock

(170 words)

Title: Friends are made, not chosen

Friends can not be chosen on the basis of virtues.

Choosing them on grounds of virtue is like putting a price on friendship. Those who put a price on friendship are not true friends at all. Instead, friends should be treated like gifts. ~~As~~ As they are made by the inherent instinct of man-kind, people must remain thankful to them.

(58-words)

✓ Exercise 4

Make a Precis of the following passage in about one-third of its original length and suggest a suitable title:

Lincoln held to his own vision and met the exacting definition of an individual set down by the French philosopher Georges Bernanos. "A man who gives himself or refuses himself but never lends himself." Above all, Lincoln was an individual in the special double sense that Americans attribute to the word – the common man who is yet uncommon. For all his unassuming qualities he had a sense of destiny. He actually sounded a note of personal longing when he said: "Towering genius disdains a beaten path. It seeks a region hitherto unexplored. It denies that it is glory enough to serve under any chief." He had the individuality of the self-disciplined and the self-taught. His was a natural taste, an aesthetic judgment of women and literature and a natural nobility of style which more rigid education could only have tarnished. Beyond the triumphs of his leadership, he retained a special genius, the genius of being a person.)

(156 words)

✓ Exercise 5

Title: Leadership Qualities of Lincoln

Lincoln had strong leadership qualities. He believed in individuality that a person should remain dependant ~~on himself~~ only on himself. He remained determined to achieve his goals. He had a unique style and was blessed with distinct judgement qualities. Above all, he was a popular and an intelligent leader of America.

(48-words)

{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 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 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 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.)

(323 words)

Title: Formula of Success for Organizations

To achieve success, the objectives of the organizations must align with the demands of the consumer. To know this demand, organizations conduct a market study. It helps them to understand the needs of people and align their objectives with their needs. In modern organizations, ~~by~~ these objectives are achieved by dividing work among different departments. A close co-ordination becomes essential to smoothly ~~achieve~~ achieve these objectives. The more effective the coordination is the more efficiently organizations can address the demand of the people. Most importantly, as long as organizations manage to meet the demand at consumer level, they survive in the ~~local~~ market. Therefore, aligning objectives with the demand of consumer is essential for success of organizations.

(114 words)