

PART-II

QUESTION NO: 02

INTRODUCTION " MANAGEMENT

Management comprise a major portion of activities that are being conducted in an organisation. Management includes the basic four functions planning, organising, commanding and coordinating and controlling. The integrated network of these four functions exerts a push towards achievement of organisational goals. Thus, nature and scope of management holds an integral position in an organisation.

NATURE OF MANAGEMENT FUNCTION

① Universality in management :-

Every organisation entails the process of management to achieve the goals without proper managerial functions.

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the efficacy and effectiveness in achievement of goals cannot occur.

SO: UN MOTION

Example:

From a technological to meet

Small medium enterprise, all industries show face same challenges to acquire goals. Some goals are common in all of industries including generation of revenue, manage expense and provide goods.

② Factor of production:

Equipped and experienced managers are necessary for utilisation of labour and funds. Optimum utilisation of resource and human capital requires framework of guidance from managers.

FUNCTION

Example:

Capital is regarded as one of the factors of production, since, management and ideas are regarded as capital, therefore management is factor of

production. For eg company ABC want to enhance its production of goods. The planning of this process, organising of resources, and leading the company towards production involves managerial process.

(iii) Goal Orientation:

Management is a tool which can help utilise human and physical resources to fulfill the predetermined goals.

Example:

The goal of enterprise to achieve maximum consumer satisfaction can be achieved by managerial process through production of quality of goods and at reasonable prices.

(iv) Dynamic process:

The nature of management is a dynamic process that evolves with the changing environment of

organisation

Example:

If a company "XYZ" is going through less in cost while achieving maximum customer satisfaction. Managers will help in redirection of the goals of an organisation to achieve profit while diverting attention from maximum customer satisfaction.

(v) Supreme in thought and action:

Managers are will be able to set achievable goals and then direct execution on all aspects to achieve them. For this they need complete cooperation from middle and lower degrees of management.

Example:

Managing the optimum utilisation of resource without loss requires an analysis from supply chain management to decrease overstocking and loss of raw material.

SCOPE OF MANAGEMENT:

(i) Financial management:

Financial management of an organisation involves financial statement, proper dividend policy, negotiations with stakeholders.

Example:

Company "ABC" requires to raise higher net profit margin. For this requires an increase in generation of revenues through selling of more products and reducing cost. This whole process requires managerial function of planning and leading.

(ii) Marketing management:

Marketing management is another scope of management which requires includes identification of customer needs, introduction of product into market etc.

Example:

For example consumers of tropical weather area requires specific product characteristics from a textile industry. This identification of customer need is part of marketing management.

(iii) Production management:

Production management involves quality control, research, plan layout, and process strategies.

Example:

For example quality control in food industry requires overseeing of manufacturing process and ensuring sanitary of food production. This overseeing of functions involves managers know their job as well.

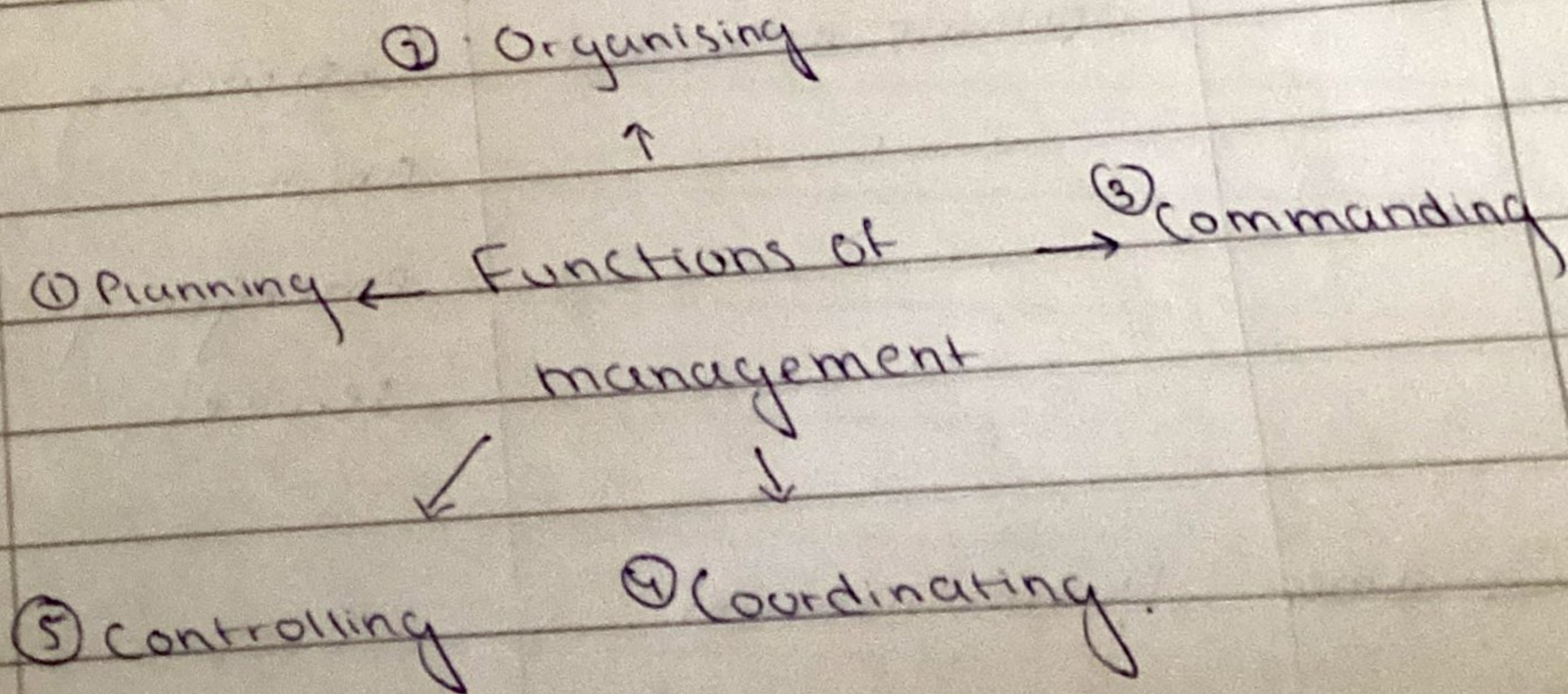
(iv) Personnel management:

It requires hiring, transferring and termination of staff.

Example:

To enhance a particular set of expertise of an organisation such as financial expertise, an increase in recruitment of staff in financial department to meet the organisation goal comes under the umbrella of managers.

FUNCTIONS OF MANAGEMENT:



~~1 Planning for organisational activities.~~

Functions	Process involved	Example
① <u>Planning</u>	Active planning of achieving goals w.r.t time	To achieve maximum market integration
② <u>Organising</u>	Organising multiple functions of organisation.	Horizontal and vertical expansion to achieve revenue
③ <u>Commanding</u>	Employee given instructions to optimise activities	Cooperation Instructing about emergency services.
④ <u>Coordinating</u>	Harmonisation stimulates motivation discipline	Cooperation among multiple departments
⑤ <u>Controlling</u>	According to plan performance evaluated and preventive measures.	Performance management and appraisal.

CONCLUSION:

Management process due to diverse nature of ~~it~~ and scope enables a ~~co~~ cooperation to achieve its goal. The functions of management planning, leading, organisation and control are based upon this idea of achieving maximum efficacy. Thus, ~~it~~ a management acts as an integral component of organisation.

CONCLUSION:

Management process due to diverse nature of $\$$ and scope enables a cooperation to achieve its goal. The functions of management planning, leading, organisation and control are based upon this idea of achieving maximum efficacy. Thus \therefore management acts as an integral component of organisation.

Question no: 05

INTRODUCTION : JOB ANALYSIS

Job analysis is done to gather information about job duties and responsibilities and to create an accurate up-to-date job specification and job description. Hence, to improve It includes various key components that are analysed during the process

Therefore, job analysis process may vary depending on organisations need but the main purpose of the job analysis is same which is to create an up to date job description.

STEPS IN CONDUCTING JOB ANALYSIS :

- ① Determining the purpose
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- ② Identify the jobs
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- ③ Explain the process.
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- ④ Determine data collection method and
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- ⑤ Process the information.
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- ⑥ Review and update frequency.

① Determine the purpose of conducting job analysis.

The purpose should be connected to organisation's success and strategic goal achievement.

Example:

Nature of job is changed by technology and needs of a competitive environment; necessitating reevaluation.

② Identify the jobs to be analysed.

It then determines that which jobs should be included in job analysis. Time and resource limits the overall number of jobs.

Example:

If company has high turnover data should review to determine which divisions are suffering the most.

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③ Review relevant background:

It is built upon the previous work analysis. It is aided by workflow analysis.

④ Plan and execute:

A project action plan with project activities and deadlines must be designed.

⑤ Write about job description and job specification:

Job description and specification are the two outcomes of job analysis which will help in identifying the type of staff required for recruitment.

⑥ Periodic review:

Periodic review of previous data