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Saturday

classmate

Date

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TEST 3

(Q-1)

Ans (1) (4) According to Koontz and O'Donnell, "Planning is deciding in advance what to do, how to do it, when to do it and who is to do it. Planning bridges gap between where we are and where we want to go, it makes possible things to occur which would not otherwise occur."

(*) Importance:-

- 1] Helps to set clear objectives:- Planning helps us to set targets and work accordingly. It also helps us to study the current situation and make a clear roadmap/plans to achieve it.
- 2] Provides path of action:- As planning set goals for us to achieve it provides us a direction to do proper things in particular time to achieve it.
- 3] Minimizes Risk:- As planning decides the goals by future forecasting. We cannot fully dissolve risks but we can minimize it by taking possible steps/plans through planning.
- 4] Helps in Decision making:- As planning sets targets earlier, it helps manager to make proper plans and a systematic way to work it out.
- 5] Promotes Innovative Ideas:- As Planning involves decision making, it clears a path for innovative ideas to workout for achieving organizational goals.

(7/2)

Ans: (1) According to Philip Kotler, "Controlling is the process of taking steps to bring actual results and desired results closer together."

(2) Importance:

1] Fulfilling goals of the organisation: As Controlling measures output of every stage, where some deviations may occur, which are then corrected by taking proper measures and helps to make output as planned.

2] Motivates employees: After planning & setting standards, they are communicated to the staff in prior, which helps them to make extra efforts to achieve it and if achieved some incentives are also given to them for motivation.

3] Ensures order and discipline: Discipline is maintained by the head staff who from time to time keep a watch on the employees, and sees whether the things are been done as planned and also sees through mistakes, if any, are being corrected to obtain the desired result.

4] Facilitates co-ordination: As Controlling designates ^{work to} all the head departmental and general employees clearly. The co-ordination between them decides the deviation in the actual result.

5] Psychological pressure: As the performance of each employee is been differentiated with the desired performance. It motivates employees to perform better in order to get extra incentives.

6] Build's Good Corporate Image: As controlling function helps.

in improving the overall output of the organisation by calculating overall output of the organization as well as the deviations occurred between the desired and actual results and taking preventive measures to make it better. Which helps in increasing goodwill in market.

1] Acts as a Guide: Controlling suggests some preventive measures in order to improve ~~the~~ actual results as planned and managers and employees work according to that. Therefore, it acts as a guide.

Ans ③ ① According to Theo Haimann, "Direction consists of process and techniques utilizing in issuing instructions and making certain that operations are carried out as planned."

② Importance:-

1] Initiates Action: Direction ^{function} basically commands or order the employees about what to do and how to do the procedures as planned. Therefore proper commandings are given by the managers to the employees about their respected job.

2] Means of Motivation: When the subordinates are being directed, their opinions and statements are also taken into consideration. Thus, the manager motivates the employees by giving them incentives of achieving their objectives efficiently.

3] Brings Stability: If the manager is directing, motivating their employees to improve, it would create a confidence about the manager in the minds of the employees. Thus, would provide stability in the functioning of the organisation.

(4) Creates Team Spirit: As the manager is the leader, he always motivates the employees to give group efforts, which would improve co-ordination between them and thus would help in achieving the desired goals.

(5) Explores Capabilities of Individuals: As every employee has his particular skill. It is the manager who has to decide who is capable of what, and who can do what work with efficiency. Which ^{one of} is the main thing in order to achieve the targets.

(6) Co-operation: It is one of the major aspect in the growth and class of every organisation. Every organisation has co-operation between the top level to the bottom level, i.e., from director to the employees. It is the director who ensures the co-operation between his employees. Therefore proper co-operation, & higher efficiency leads in achieving the set targets.