

**BCM SCHOOL, BASANT AVENUE, DUGRI ROAD, LUDHIANA**  
**ASSIGNMENT OF CH 1 (B.STUDIES)**

**MM: 20**

1. Josh Enterprises decides to have a meeting of all the key employees of different departments in the organisation. The main motive is to tell the employees to keep the target of 20% increase in sales as the main objective when they work throughout the year. The meeting is full of ideas regarding the employees and processes involved. Various plans are made to harness the potential of the employees and streamline the processes. However with the passage of a few days the external business environment checks the capability of the organisation to adapt to the situations. The company successfully comes out at the end of the year with flying colours.

What are the various characteristics of management you can find highlighted here? Also identify the lines in which these characteristics have been highlighted. (3)

**Answer:**

The various characteristics of management involved here are:

1. **Goal Oriented.** The main motive is to tell the employees to keep the target of 20% increase in sales as the main objective when they work throughout the year.
2. **Multidimensional.** Various plans are made to harness the potential of the employees and streamline the processes. Employees—People, and Streamline the process—Operations.
3. **Dynamic.** However with the passage of a few days the external business environment checks the capability of the organisation to adapt to the situations.

2. Dheeraj, Neeraj and Suraj are three friends. They work in the same company. They are managers but they belong to three different levels of management. Every day they meet and discuss their work with each other. One day they were having a conversation. Dheeraj said, “These days I am having a lot of problems motivating the people at Shop Floor. I have decided to purchase two new machines. I know I will have to set an example by being the best leader.”

Neeraj said, “I am having problem with knowing the exact requirement of people in my department. Different polices have to be informed to the employees so that they become aware of our company’s goals. I also have to coordinate with other departmental heads to know their requirements.”

Suraj said, “I have to decide for long term. I know I will be ultimately responsible for every activity. All the policies and strategies require a lot of planning before formulation.” In the above case identify the different levels of management these three friends belong to. (3)

**Answer:**

1. **Dheeraj belongs to lower level of management.** Lower level manager works at the Shop Floor level. Shop Floor is the place where workers work and machines are kept.
2. **Neeraj belongs to middle level management.** Middle level manager decides the number of employees to be required in his department. He also has to coordinate with other departmental heads though at the same level.

3. **Suraj belongs to the Top level of management.** Top level manager is required to plan for long term basis. He is responsible for all the activities in the organisation. Policies and strategies are formulated by the Top management.

3. Mr. Sanjeev is responsible for the welfare and survival of his organisation. After few years of gaining work experience he decides to write a book on management. In his book he broadly gives five valuable suggestions:

1. Management of a company is good if it is able to calm down the resistance of the employees. Whenever the employees find something new they tend to resist. It is in the favour of the company and the employees must be guided to accept the change and thus bring down the resistance. They must learn only change is constant.
2. Unless and until the betterment of employees is achieved management is useless. A good management helps its employees by giving them recognition, increment in salary, promotion, etc.
3. Management should earn profits but it should also produce good products. It should also involve itself in providing facilities to society without any profit motive. Further it should help to provide employment in backward areas by focusing on these areas also.
4. Management should apply all the functions of management like planning, organizing, staffing, directing and controlling. The essence of management which is coordination should be present in every function of management.
5. Management should provide common direction to its employees. They will always have diverse interests and their efforts will go off the track but it is important to guide them in the required direction.

At which level of management does Sanjeev work? What will be the outcomes of these five suggestions?

(5)

**Answer:**

Sanjeev works at the top level to management of the company as he is responsible for the welfare and survival of his organisation.

**Now the consequences of his suggestions will be:**

1. Management helps in making a **Dynamic Organisation**. If it is able to calm down the resistance of the employees.
2. Management helps in achieving **Personal Objectives** of the employees. \*A good management helps its employees by giving them recognition, increment in salary, promotion, etc.
3. Management helps in **Development of Society**. Produce good products, involve itself in providing facilities to society without any profit motive and provide employment in backward areas by focusing on these areas also.
4. Management helps in **improving efficiency**. Efficiency is achieved when management applies all the functions of management like planning, organizing, staffing, directing and controlling.

5. Management helps in **achieving group goals**. Provide common direction to its employees. Their efforts may be diverse and unrelated but they should be provided a common direction.
4. Management has evolved like other disciplines. There are umpteen numbers of books of management. One can see that the various theories of management are getting absorbed in the competitive work environment. We can see students of various courses like MBA, BBA, etc. acquiring learning of the systematic knowledge in their syllabus. When these students come in the actual industry environment, not all of them are successful. Success in actual work environment depends upon the intelligent application and mastery of the basic principles of management. Today various companies are considering them as responsible components of society and have started including Corporate Social Responsibility in their main program. These companies have realised that they will be requiring support from Government and people if they want to achieve some important feats in this field.
- In the above paragraph one feature is each of science, art and profession has been discussed. Identify each of them. (3)

**Answer:**

**Management as Science—Systematised body of knowledge.** We can see students of various courses like MBA, BBA, etc. acquiring learning of the systematic knowledge in their syllabus.

**Management as an Art— Based on practice and creativity.** Success in actual work environment depends upon the intelligent application and mastery of the basic principles of management.

**Management as a Profession—Service Motive.** Companies are considering them as responsible components of society and have started including Corporate Social Responsibility in their main program.

Jayant is working as Head Relationship Manager in the wealth management division of a private sector bank. He has created an internal environment which is conducive to an effective and efficient performance of his team of ten relationship management executive” A typical day at work in Jay ant’s life consists of a series of interrelated and continue functions. He decides the targets for his department which are in line with the objectives of the organization as a whole. The future course of action for his team members is laid out well in advance. The various resources required by the relationship managers like an iPad with GPS system, account opening forms, brochures, details of account holders etc. are made readily available to them. The executives are given sufficient authority to carry out the work assigned to them. Jayant works in close coordination with the Human Resource Manager in order to ensure that he is able to create and maintain a satisfactory and satisfied workforce in his department. Through constant guidance and motivation, Jayant inspires them to realise their full potential. He offers them various types of incentives from time to time keeping in view their diverse individual needs. Moreover, he keeps a close watch on their individual performances in order to ensure that they are in accordance with the standards set and takes corrective

actions whenever needed.

In context of the above case:

1. Identify the concept being referred to in the following line, "He has created an internal environment which is conducive to an effective and efficient performance of his team of ten relationship management executives."
2. Identify and describe the various functions of the concept as identified in part (a) of the question by quoting lines from the paragraph.

**Answer:**

1. The concept of management is being referred to in the following line, "He has created an internal environment which is conducive to an effective and efficient performance of his team of ten relationship management executives."
2. The various functions of the management concept mentioned in the above paragraph are listed below:
  - Planning: It is the function of determining in advance what is to be done and who is to do it.  
"He decides the targets for his department which are in line with the objectives of the organization as a whole. The future course of actions for the team members are laid out well in advance."
  - Organising: Organising is the process of bringing together human, physical and financial resources and establishing productive relations among them for the purpose of achieving the desired goals efficiently and effectively.  
"The various resources required by the relationship managers like an iPad with GPS system, account opening forms, brochures, details of account holders etc. are made readily available to them. The executives are given sufficient authority to carry out the work assigned to them."
  - Staffing: The managerial function of staffing involves manning the organisational structure in order to fill in the roles designed into the structure.  
"Jayant works in close coordination with the human resource manager in order to ensure that he is able to create and maintain a satisfactory and satisfied workforce in his department."
  - Directing: Directing involves leading, influencing and motivating employees to perform the tasks assigned to them.  
"Through constant guidance and motivation, Jayant inspires them to realise their full potential. He offers them various types of incentives from time to time keeping in view their diverse individual needs."
3. Controlling: Controlling is the management function of ensuring that events conform to plans."Moreover, he keeps a close watch on their individual performances in order to ensure that they are in accordance with the standards set and takes corrective actions whenever needed."

Dear audience,

Today, I stand before you to expatiate my thoughts on the topic "Educating the mind without educating the heart is no education at all."

Education is much beyond gaining knowledge; it's about developing a wholesome personality. Knowledge is necessary in life but it's not sufficient. Every human needs to have the right values, ethics, and morals to be a responsible and productive member of society. And that's where educating the heart comes into play.

When we talk about educating the heart, we refer to the emotional, social, and moral development of an individual. It's about instilling values such as empathy, kindness, compassion, and integrity. It's about making them aware of their responsibilities towards society and the environment. It's about nurturing their emotional intelligence so that they can deal with different situations effectively.

However, we see that in the present education system, the emphasis is more on academic achievements rather than on character building. There is a ratrace among Students to excel in their studies and acquire top positions but they are bereft of the virtue to be humane. As a result of which what we have today is a generation of academically brilliant but emotionally deficient individuals.

When a person's heart is not educated, they may shrewdly use their intelligence to manipulate or exploit others. They may lack empathy and compassion towards those who are less fortunate. They may indulge in unethical practices and not have a sense of responsibility towards society.

On the other hand, when a person's heart is educated, they become more aware of their actions and their impact on others. They become more empathetic towards the sufferings of others. They

develop a sense of responsibility not only towards the environment but also the society at large. Their mind is an open parachute that helps them to widen their perspective of the world.

In conclusion, I firmly believe that education is not just about acquiring knowledge; it's about developing a wholesome personality. Educating the heart is as crucial as educating the mind. A person needs to be both academically and emotionally intelligent to be successful in life. So, let's strive towards a balanced education system that focuses on the overall development of an individual.

Thank you.