

**Assignment-5**  
**Business Studies (12<sup>th</sup> commerce)**  
**Ch-Directing**  
**(Submission date- 10<sup>nd</sup> July 2017)**

**Q1. Very short answers (10-15 words)**

1. Name the need in which employee desire affection, companionship, friendliness. How can such needs be fulfilled by any organization.
2. State the element of directing which helps in implementing the principle of 'Scalar-Chain'.
3. In which type of communication does a junior communicate with his senior?
4. State any two non-Financial incentives.
5. Name the formal Communication network where each person can communicate with his adjoining two persons?
6. Give example of any two organizational facilities to encourage free flow of communication by removing organizational barriers.
10. Give any two principles for effective Directing.
11. Give two examples of semantic barriers

**Q2. Short answers (20-25 words)**

1. Name and explain the principle emphasizing the need for tapping the maximum energies of employees in the process of directing.
2. Name the element of directing function under which the superiors assure the subordinates that their needs will be taken care of, also write its importance.
3. Name and explain the kind of monetary incentive in which employees are offered company shares at a price lower than market price.
4. "Directing is the heart of the Management process. "Do you agree? Give reasons.
5. To create a desire among employees to perform to the best of their abilities is an important aspect of directing. Explain how it contributes to the success of an organization.
6. Explain any five principles of directing function of Management.
7. "Good leadership is an integral part of effective direction. "Discuss and bring qualities of an effective leadership.

**Q3. Value based questions**

1. A Supervisor hears the suggestions and also implements the good suggestions while taking decision for the employees? Which value has been given importance here?

2. In an organization the good environment, refreshment Corner and entertainment rooms have been made for all employees. Which values have been considered here?
3. In an organization the employees are being paid fair wages/ remuneration and productivity based bonus. Which values are highlighted here?
4. A liquor manufacturing firm provides liquors to its employees at cheaper rates to motivate them. Which values are deficient in this plan?
5. In an organization, informal communication is stressed instead of formal communication which results in non reaching of proper communication to proper person in proper time. It results in either non completion or delay in work. Which values have been violated here?
6. A leader solves the problems relating to work and the personal problems also of the followers. Which value he is following here?

**Q5. Identify and explain leadership style from the following-**

1. Mr. Ramesh , Manager (Operations) sets the targets for all his subordinates without discussing it with them. He firmly tells them that if the task is not completed than strict action will be taken against them. Which form of leadership is he following? Explain the situation where this form of leadership is useful.
2. Mr. Sharan, Manager(HR) is really appreciative of fresh ideas given by his subordinates. He frames policies only after consulting them. Which style of leadership is he following? Can this style be followed at all times? Explain.
3. Mr. R. Ranjan, Manager(Operations) does not define clear goals to his subordinates and is not regularly abreast with their work as all the employees are skilled and experienced in their job. Which is the style of leadership being followed by him? Is he right in doing so? Justify.

**Q6. Case studies-**

Q1- Mohan and Sohan are friends working in Surya Ltd. As Production and Sales Managers respectively .In an interdepartmental meeting sohan informed Mohan about a change in the marketing policy of the company.

- (a) Identify the type of communication used in the above example.
- (b) Name and explain any 2 networks of the type of communication identified in part (a)

Q2- Rajat a Sales Manager, achieved his sales targets one month in advance. This achievement was displayed on the notice board and a certificate for the best performance was awarded to him by the CEO of the company

- (a) Name the incentive provided to Rajat.
- (b) Identify the type of incentive.
- (c) List 2 other incentives of the type identified in part (b)

Q3-Workers of a factory often seek guidance of Production Managers. The production Manager finds himself overburdened. Advise the way to relive production manager.

Q4- In an organization employees always feel they are under stress. They take least initiatives and fear to express their problem before the manager. What do you think is wrong with the manager?

Q5- The employees of Manik Ltd, a Software Company, Have formed a Dramatic Group for their recreation. Name the type of organization so formed and state its 3 features.

Q6- Ram finds his task as a typist, routine and filled with boredom. His supervisor senses his predicament and wants to motivate him. Suggest ways and means by which he can be motivated?

Q7- Amit and Mikki are working in the same organization but in different departments. One day at lunch time Mikki informed Amit that due to computerization some people are going to be retrenched from the organization.

a) Name which type of communication is this.

b) State any two limitations of this type of communication.