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**SUBJECT: PRINCIPLES OF MANAGEMENT**

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# Q1.a. what is Management? How management can be implemented efficiently and effectively?

Management is a process which gets people to work together in order to achieve the organizational goals and objectives. It mainly involves a set of activities managers undertake i.e. planning, organizing, leading and controlling. These activities are aimed at helping the organization take correct steps to ensure effective working of a firm.

Management helps the company in a lot of ways. This is primarily done by getting the most out of the firm’s resources i.e. making an effective and efficient use of the firm’s limited resources.

There are different resources of a business i.e. human resources, technological resources, financial resources and natural resources. The best way to make use of them is to devise a management strategy. Management would ensure the proper utilization of these resources to avoid any kind of wastage.

Management keeps the company’s managers and employees inter-connected to share the vision and mission of the organization. This helps employees feel connected to the organization at a deeper level and put in their best while performing at their jobs.

A company needs to make sure that its management strategy is closely aligned with the organizational aims and objectives and includes clear steps which are to be taken in order to ensure success and growth for the business.

An important part of a management is to develop an effective organizational structure which defines all the roles and responsibilities of the individuals of that company. Everyone should be clear about their jobs and who they should report to. It is the job of management to assign the right job to the right person. An effective organizational structure ensures effective relationships and distributes authority accordingly.

# b. what are the three basic levels of Management? Name the important areas and personnel in management?

**LEVELS OF MANAGEMENT:**

Almost all organizations follow a three level management system. These three levels have different managers which are assigned different roles according to their level of authority. These three levels are described as below:

**Top level managers:**

These managers overlook the operations of the entire organization. Their job is to devise certain strategies and policies to implement in the whole organization. They include the board of directors, chairman, president and CEO etc.

**Middle level managers:**

These managers are accountable to the top level management. They are usually responsible for executing the organizational policies made by the top management. They also direct the lower level management in their actions and carry information from top to lower level managers.

**Low level managers:**

Low level managers are the last ones in the management level. They are responsible for guiding and overlooking the employees. They assign the employees their tasks and supervise them in their daily activities. They are also responsible for ensuring the quality and quantity of production.

**AREAS OF MANAGEMENT:**

Management is comprised of different tasks or functions which are coordinated through different managerial roles and responsibilities. These different functions called as management areas are handled by different managers who are expert in those respective areas. These different functional areas and their managerial roles are discussed below:

**Marketing:**

This includes the marketing managers who are responsible for attracting and bringing clients to an organization.

**Finance:**

This includes the financial managers who deal with the finances of a company. They ensure that the company is in a good financial position.

**Human resources:**

This includes the HR managers which deal with all the different steps which are required to effectively manage and retain the employees of any organization. They deal with the recruitment and selection of employees, their training and personal development, compensation, rewards, motivation and all those techniques which help in the betterment of employees so that they work enthusiastically to achieve the overall objectives of the organization.

**Operations:**

This includes the operational managers which overlook the operations that deal with the organization’s products/services. They are responsible for the utilization of resources in the most effective and efficient way so as to minimize losses and maximize profits.

**IT:**

This includes the software and IT managers who overlook the entire technical aspects of the organization. Deals with software related aspects of the business.

# Q2.a. Define Scientific, Classical and Behavioral Management Perspective?

**Classical Management Perspective:**

Classical management perspective was the first ever framework that was developed for understanding management. It conists of two branches of management i.e. scientific management and administrative management.

**Scientific Management:**

This can also be called as the scientific management theory which was put forward by a Theorist named Fredrick Taylor in the 1900s. The theory’s main focus was on increasing individual worker productivity.

**Administrative Management:**

As opposed to scientific management, administrative management was concerned with managing the entire organization. Henry Fayol is regarded as the pioneer of the administrative management who brought forward the fundamental activities of management we know as of today i.e. the planning, leading, organizing and controlling.

**Behavioral Management Perspective:**

Behavioral Management was concerned with recognizing the psychology, attitudes and behaviors of employees. Mary Parker, Hugo Munstberg and Elton Mayo are all considered as the pioneers of the behaviorism approach to management. They wrote about the importance of considering the behavioral aspects of employees and talked about the effects of it in the workplace.

# b. what are the basic key managerial roles?

The basic key managerial roles are:

1. Figurehead
2. Leader
3. Liaison
4. Monitor
5. Disseminator
6. Spokesperson
7. Entrepreneur
8. Disturbance Handler
9. Resource allocator
10. Negotiator

# Q3.a. explain Hawthorne studies with examples.

**THE HAWTHORNE STUDIES:**

The Hawthorne Studies were conducted in the 1920s by Elton Mayo and Fritz Roethlisberger. These studies originally looked into the fact that whether certain environmental conditions could alter the behavior of employees in the workplace. They studied this by changing the lighting conditions of the workplace and studied this illumination effect on the behavior of employees. The tests of these studies showed that a well lit environment did increase the productivity of employees.

The experiments didn’t stop there. They further studied this and found that the change in employee behavior was originally because they perceived the changes in the work environment as a sign that management cared about them. What really mattered to the employees were the social factors such as the interaction with their managers and co workers. As the employees were selected to be a part of experiment, they developed a sense of pride. This motivated them to work harder and increase their productivity.

The Hawthorne studies found that employees were more productive when they received additional attention from their managers. This is now known as the Hawthorne effect.

The study laid out the fact that although other factors are important, social factors also play a big role in increasing employee productivity and performance.

# b. what is theory X and theory Y assumptions.

**Theory X and Theory Y:**

The Theory X and Y concept was introduced by Douglas McGregor in the 1960s. It sheds light on what factors motivates employees to perform better in the workplace. The theory assumptions are laid down below:

Theory X assumptions:

* People dislike their work and are naturally unmotivated.
* As they do not like work, managers have to constantly direct them.
* They have to be forced, threatened and controlled to perform better.
* Have to be rewarded to motivate them to achieve their goals.

Theory Y assumptions:

* People do not dislike work and are happy to work on their own.
* They are involved in decision making.
* They are self motivated.
* They try to seek and accept the responsibilities given to them.
* Are creative and try to solve problems.

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