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section - A semester - 2 software eng.

Q1 ans) The world today is much different than it was when our parents were in manage positions in fact the way companies market products has changed more in the past 5 years than in the previous one-hundred combined. With such rapid, dramatic change in the business place, it is abundantly clear that managers must take necessary steps to be an effective manager in this current global business environment managers can adapt to changes by boundary spanning roles. Understanding the marketing environment in which your organization competes and also understanding how the micro and macro-economic forces impact your organization is very important, one key component, not to be over looked

Q2 ans) efficiency and effectiveness are both commonly used management terms, yet, while they sound similar and start with the same letters they both mean different things.

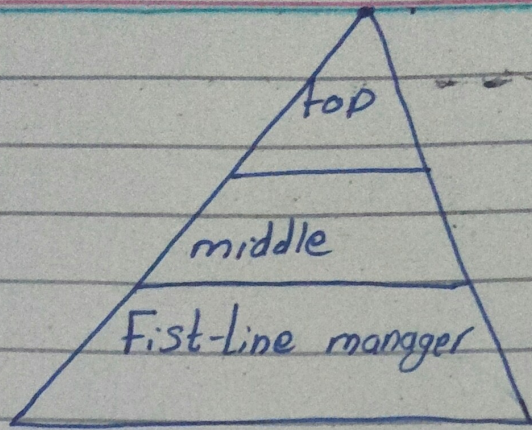
- efficiency is all about focusing on the process whereas effectiveness focuses on achieving the end goal

- Efficiency focuses on the process or means whereas effectiveness focuses on the end.

- Efficiency is restricted to the present state whereas effectiveness involves thinking long term.

- Organization have to be both effective and efficient in order to be successful.

Q3 ans)



First line manager:- The duties of these people are to report any information to the middle manager.

- watch and supervise employees.
- Co-ordinate activities
- are involved in day-to-day operations..

Middle managers:- Report to top managers.

- Over-ss First Line managers.
- Develop and implement activities
- allocate resources

Top managers:-

- set objectives

- scan environment
- plan and make decision