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Course: BBA

Subject: Principle of Management

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Question 1 a: What is Management? How management can be implemented efficiently and effectively?

Question 1 b: What are the three basic levels of management? Name the important areas and personal and management?

Answer 1 a: Management is a process of planning, decision making, organizing, leading, motivation and controlling the human resources, financial, physical, and information resources of an organization to reach its goals efficiently and effectively.

Management can be implemented efficiently and effectively by using resources wisely and in a cost effective way and operation must be carried in a way that resources are not wasted. Making the right decisions and successfully implementing them by doing the right things in the right way at right times make the management effective. Hiring skilled employees can help organization use its resources efficiently and effectively.

Answer 1 b: There are three levels of management: top level or top managers, middle level or middle managers and operating level or first line managers.

Top managers: It is a relatively small group of executives who manage the organization's overall goals, long term strategies, and operating policies.

Middle level: It is the largest group of managers in organization who are primarily responsible for implementing the policies and plans of top managers. They supervise and coordinate the activities of lower level managers.

Operating level: these are managers who supervise and coordinate the activities of operating employees.

Question 2 a: Define Scientific, classical and behavioral Management perspective?

Question 2 b: What are the basic key managerial roles?

Answer 2 a: Scientific management is a management theory that analyzes work flows to improve economic efficiency, especially labor productivity. This management theory, developed by Frederick Winslow Taylor, was popular in the 1880s and 1890s in U.S. manufacturing industries.

While the terms “scientific management” and “Taylorism” are often treated as synonymous, a more accurate view is that Taylorism is the first form of scientific management.

The classical perspective of management, which emerged from the Industrial Revolution, focuses on improving the efficiency, productivity, and output of employees, as well as the business as a whole. However, it generally does not focus on human or behavioral attributes or variances among employees, such as how job satisfaction improves employee efficiency.

Behavioral management emphasize individual attitudes and behaviors, and group processes and recognize the importance of behavioral processes in the workplace.

The behavioral management theory is often called the human relations movement because it addresses the human dimension of work. Behavioral theorists believed that a better understanding of human behavior at work, such as motivation, conflict, expectations, and group dynamics, improved productivity.

Answer 2 b: There are ten basic key managerial roles and are divided into four categories, such as:

Interpersonal Category

The managerial roles in this category involve providing information and ideas.

Figurehead – As a manager, you have social, ceremonial and legal responsibilities. You're expected to be a source of inspiration. People look up to you as a person with authority, and as a figurehead.

Leader – This is where you provide leadership for your team, your department or perhaps your entire organization; and it's where you manage the performance and responsibilities of everyone in the group.

Liaison – Managers must communicate with internal and external contacts. You need to be able to network effectively on behalf of your organization.

Informational Category

The managerial roles in this category involve processing information.

Monitor – In this role, you regularly seek out information related to your organization and industry, looking for relevant changes in the environment. You also monitor your team, in terms of both their productivity, and their well-being.

Disseminator – This is where you communicate potentially useful information to your colleagues and your team.

Spokesperson – Managers represent and speak for their organization. In this role, you're responsible for transmitting information about your organization and its goals to the people outside it.

Decisional Category

The managerial roles in this category involve using information.

Entrepreneur – As a manager, you create and control change within the organization. This means solving problems, generating new ideas, and implementing them.

Disturbance Handler – When an organization or team hits an unexpected roadblock, it's the manager who must take charge. You also need to help mediate disputes within it.

Resource Allocator – You'll also need to determine where organizational resources are best applied. This involves allocating funding, as well as assigning staff and other organizational resources.

Negotiator – You may be needed to take part in, and direct, important negotiations within your team, department, or organization.

Question 3 a: Explain Hawthorne studies with examples?

Question 3 b: What is theory X and theory Y assumptions?

Answer 3 a: The Hawthorne studies were conducted on workers at the Hawthorne plant of the Western Electric Company by Elton Mayo and Fritz Roethlisberger in the 1920s. The Hawthorne studies were part of a refocus on managerial strategy incorporating the socio-psychological aspects of human behavior in organizations

The Hawthorne Effect is a phenomenon in which individuals alter their behavior in response to being observed, and usually refers to positive changes. Workers participating in a study might, for example, temporarily become more productive as a result of being observed. The effect generally refers to alterations in behavior by participants in a research study. However, in organizational psychology it may be used more broadly to refer to any change in worker behavior that comes from being observed. For example, workers might behave differently when managers are around.

Answer 3 b: Theory X assumptions are,

People do not like work and to avoid it.

People do not like work so managers have to control, direct, coerce and threaten employees to get them to work toward organizational goals.

People prefer to be directed, to avoid responsibility and to want security they have little ambition.

Theory of Y assumptions are,

People do not dislike work, work is a natural part of their lives.

People are internally motivated to reach objectives to which they are committed.

People are committed to goals to the degree that they receive rewards when they reach their objectives.

People seek both seek responsibility and accept responsibility under favorable conditions.

People can be innovative in solving problems.

People are bright but under most organizational conditions their potentials are underutilized