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Directing

Question 6:

What are elements of directing?

ANSWER:

Directing refers to the process of instructing, motivating, guiding and leading the people to achieve certain goals and objectives. Directing involves the following four elements.

i. Supervision: Supervision implies the process of guiding and instructing the subordinates towards achieving the desired goals. In other words, it implies overseeing the work of the subordinates. Supervision ensures that work takes place as per the desired objectives. A good supervision helps in improving the efficiency of the workers. Besides this, it also plays a key role in maintaining harmony and unity among the workers.

ii. Motivation: Motivation implies encouraging and inducing the employees to perform to the best of their capabilities so as to achieve the desired goals of the organisation. Motivation can take various forms such as promotion, appraisal, recognition, etc. By satisfying the needs of the employees, motivation helps in improving their performance. It provides a psychological boost to the workers and drives their willingness to work. Moreover, it also helps in reducing the turnover and absenteeism in the organisation.

iii. Leadership: Leadership implies influencing the behaviour of the employees in such a manner that they willingly work towards achieving the objectives of the organisation. Leadership plays a key role in the success of an organisation. Good leadership brings out the capabilities and talents of the workers and thereby, boosts their confidence. They act as guide to the workers and induces a feeling of initiative in them.

iv. Communication: Communication refers to the process of exchange of ideas, feelings, facts, etc. among people. A smooth functioning of an organisation requires a good communication. It fosters coordination among various departments and individuals in the organisation. Communication forms the basis of management. Without good communication network efficient management becomes difficult.

Question 7:

Explain the process of motivation?

ANSWER:

Motivation implies inducing and stimulating an individual to act in certain manner. The following points explain the process of motivation.

- i. Unsatisfied Want:* The motivation process begins with an unsatisfied need of an individual.
- ii. Frustration:* As the want remains unsatisfied frustration builds up in the mind of the individual.
- iii. Drives:* The frustration drives the individual to look out for alternatives to satisfy his need.
- iv. Behaviour:* Among the various alternatives he chooses one and starts behaving according to it.
- v. Satisfaction:* After following a particular alternative for some time, he assesses if his need is satisfied.
- vi. Reduced Frustration:* Once the need is satisfied, the frustration and tension of the individual finally gets reduced.

For example, suppose an individual desires promotion. This makes him uneasy and he starts looking out for alternatives through which he can earn a promotion. He may think of working harder and improving his performance. After consistently working hard, he may get recognition and the promotion that finally satisfies his want and reduces his frustration.

Question 8:

Explain the different networks of grapevine communication?

ANSWER:

Grapevine communication or informal communication refers to the communication that arises out of social interaction among employees and spreads without following the formal communication path. The following are the types of grapevine communication network.

- i. Single Strand Network:* In this network, the information spreads from one person to other in a sequence. That is, one person communicates to another person who turn communicates to some other person.
- ii. Gossip Network:* In gossip network, one person shares the information with many other people.

iii. Probability Network: Under a probability network, an individual shares the information randomly with other people. That is, the person is indifferent about who he shares the information with.

iv. Cluster Network: In this network, information is first shared between two people who trust each other. One of them then passes the information to some other person who in turn shares it with another and so the information spreads.
