

VIDYA BHAWAN BALIKA VIDYA PITH

शक्ति उत्थान आश्रम लखीसराय बिहार

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Case Studies In Business Studies(ORGANISING)

ADDITIONAL QUESTIONS

Question 1.

Ishita works as a corporate event coordinator in an event management company. She has been made an overall official incharge for organizing a painting exhibition for one of the clients of the company. For ensuring that the exhibition takes place successfully, she identifies the various activities involved and divides the whole work into various task groups like marketing committee, decoration committee and reception committee. In order to facilitate coordination within and among committees, she appoints a supervisor of each group. Each member in the group is asked to report to their respective supervisors and all the supervisors are expected to work as per Ishita's orders.

In context of the above case:

1. Identify the function of management being performed by Ishita.
2. Describe briefly the various steps involved in the performance of the function of management as identified in part (1) of the question.

Answer:

1. The Organising function of management is being performed by Ishita.
2. The steps involved in the process of organizing are as follows:
 - **Identification and Division of Work:** The first step in the process of organising relates to identification and division of the work that has to be performed in accordance with predetermined plans. This helps to avoid duplication of activities and makes the work manageable. It also ensures that the burden of work is being shared among the employees.
 - **Departmentalisation:** The next step in the process involves grouping of similar activities into departments, units, sections etc. using several criteria as a basis. This facilitates specialization.
 - **Assignment of Duties:** Once departments have been created each of them is placed under the charge of an individual and then jobs are allocated to the members as per their job positions.

- **Establishing Reporting Relationship:** While assigning jobs each member is told that from whom he /she has to take orders and to whom he/she will be accountable. The establishment of such clear reporting relationships help to create a well defined hierarchical structure. It also facilitates coordination amongst various departments.

Question 2.

After completing a course in travel and tourism, Karan started his own travel agency. In order to ensure smooth functioning of his business, he decided to create fourteen job positions divided into four departments on the basis of functions namely, front office department including online queries, reservations department for airways, railways and roadways, accommodation booking department, and securing payments department. In order to avoid any interdepartmental conflicts he decides to specify clearly the lines of authority and areas of responsibility for each job position.

In the context of the above case:

1. Which function of management is being described in the above lines?
2. Identify the framework created by Karan within which all managerial and operating tasks are to be performed in his organisation.
3. Name the type of the framework as identified in part (1) of the question. Also, give any two of its advantages.

Answer:

1. The Organising function of management is being described in the above lines.
2. Organisational structure is the framework created by Karan within which all managerial and operating tasks are to be performed in his organisation.
3. Karan has created a functional structure as job positions are divided into four departments on the basis of functions namely, front office department including online queries, reservations department for airways, railways and roadways, accommodation booking department, and securing payments department.

The two advantages of functional structure are as follows:

- A functional structure promotes work-related specialisation since it places emphasis on specific functions. This helps to increase efficiency in utilisation of manpower as employees perform similar tasks within a department and are able to improve performance.
- It facilitates control and coordination within a department because of similarity in the tasks being performed.

Question 3.

As the head boy and head girl of Trakashay Public School', Deepak Chugh and Deepika Chawla have been given the responsibility of hosting the Teacher's Day programme in the

school. In order to conduct the programme in a systematic way, Deepak and Deepika first called a meeting of the student council. In the meeting they decided about the content of the programme after taking into consideration the different available alternatives and choosing the best alternative among them. Then the various tasks required to be performed were identified and divided in accordance with predetermined schedule made by them. After that they grouped the similar activities into main groups as skit group, choir group, instrumental music group and contemporary dance group. Then each group was placed under the charge of a council member in accordance with his/her skills and competencies. These council members were in turn informed that they have to take orders and will be accountable only to Deepak and Deepika so as to facilitate coordination amongst various groups.

In context of the above case:

1. Identify and explain the functions of management being discussed.
2. Describe briefly any two points highlighting the importance of each of the functions of management as identified in part (1) of the question.
3. State any two values that 'Prakashay Public School' wants to communicate to society.

Answer:

1. The Planning and Organising functions of management are being discussed.
Planning is deciding in advance what to do, how to do, when to do and who has to do it. It is one of the basic managerial functions. Thus, it involves setting objectives and developing an appropriate course of action to achieve these objectives. Organising is the process of defining and grouping the activities of the enterprise and establishing authority relationships among them.
2. The importance of the planning function of management is described below:
 - **Planning provides directions:** The well defined plans act as a guide for deciding what course of action should be taken to attain the organisational goals.
 - **Planning reduces the risk of uncertainty:** Planning helps to reduce the risk of uncertainty arising due to the dynamic nature of business environment as it enables a manager to anticipate and meet changes effectively.The importance of the organizing function of management is described below:
 - **Benefits of specialisation:** Organising leads to a systematic allocation of jobs amongst the work force. This not only helps to reduce the workload of the employees but also leads to increased productivity. This is because of the fact that specific employees are assigned specific job on a regular basis which leads to specialisation.
 - **Clarity in working relationships:** The process of organising leads to establishment of clear cut reporting relationships. This helps in developing a hierarchical order thereby enabling the fixation of responsibility and specification of the extent of authority to be exercised by an individual.
3. The two values that Trakashay Public School' wants to communicate to society are:

- Trust
- Participation