**Subject Name: INDUSTRIAL MANAGEMENT**

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**Year and Sem, Department: IIIyr-IIsem, EEE**

**Unit-I: (Title): Introduction to Management**

**Important points / Definitions: (Minimum 15 to 20 points covering complete topics in that unit)**

1. **Entrepreneurship**- Entrepreneurial development today has become very significant; in view of its being a key to economic development.
2. **Benefits of Entrepreneurship to an Organisation-**The biggest significance of entrepreneurship lies in the fact that it helps in identifying and developing managerial capabilities of entrepreneurs
3. **Management**- In the words of **Henry Fayol** - To manage is to forecast and to plan, to organize, to command, to co-ordinate and to control”

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1. **Nature of Management**- **Management is goal-oriented**: The ultimate purpose of management is to achieve certain goals over a period.
2. **Functions of Management**- major activities and duties of management". Since then, the acronym POSDCORB is used to describe the functions of managers:
3. **Taylor’s Scientific Management Theory**-Under Taylor's management system, factories are managed through scientific methods rather than by use of the empirical "rule of thumb" so widely prevalent in the days of the late nineteenth
4. **Fayol’s Principles of Management**-includes marketing, market research, price-determination, taking market­ risk and advertising, publicity and sales promotion.
5. **Maslow’s Theory of Human Needs-**includes Maslow believed that these needs are similar to instincts and play a major role in motivating behaviour
6. **Herzberg’s Two-Factor Theory of Motivation-** involves According to Herzberg, there are some job factors that result in satisfaction while there are other job factors that prevent dissatisfaction
7. **Systems Approach to Management**: - It includes They viewed organisation as an organic and open system, which is composed of interacting and interdependent parts, called subsystems
8. **Social responsibilities of Management**: - It includes Corporate social responsibility initiatives are standards and measures that businesses put in place to benefit society.

**Short Questions (minimum 10 previous JNTUH Questions – Year to be mentioned)**

**1)** Functions of management **(2018)**

**2)** types of Organization  **(2018)**

**3) Management (2019)**

**4)** Nature and importance of management **(2019)**

**5)** Fayol’s Principles of Management **(2019)**

**Long Questions (minimum 10 previous JNTUH Questions – Year to be mentioned)**

**1)** Explain the Taylors scientific Management**. (2018)**

**2) What are the** Social responsibilities of Management **(2018)**

**3) Discuss the** Maslow’s Theory of Human Needs (2018)

**4) What are the various managerial roles? Explain.** **(2019)**

**5) Elucidate the function of the management. (2019)**

**6) Explain the** Entrepreneurship **(2019)**

**7) Explain the importance of contingency approach of management (2019)**

**Fill in the Blanks / Choose the Best: (Minimum 10 to 15 with Answers)**

1. Which of the following implies the effective utilization of human and material resources

To achieve the enterprise objectives? (b )

A) Management (B) Planning (C) Requirements (D) Control

1. . To manage is to forecast and plan, to command, to The term coined by Luther L. Gulick to represent management function is ……………… ( c )

A) E.L.F. Breech (B) W.F.G Gluck (C) Henri Fayol (D) Peters’

3. Theory X & Theory Y proposed by ( d )

(A) Douglas McGregor (B) Peter F. Drucker (C) Koontz & O’Donne (D) Henri Fayol

4. Which one of the following is a decisive function of the management?

( a )

(a) Leading (b) Directing (c) Staffing (d) coordinating

**Fill in the Blanks**

1. The term coined by Luther L. Gulick to represent management function is coordinate and control
2. A person who lives on the labor of others is called … Peters.T ………..

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1. The father of scientific management is\_\_F.W.Taylor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Unit-II: (Title): Designing Organizational Structures**

**1. Departmentation**

Depart mentation’ or ‘Departmentalization’ is the process of grouping the activi­ties of an enterprise into several units for the purpose of administration at all levels.

The administrative units so created may be designated as departments, divisions, units, branches, sections, etc.

**2.Decentralization**

In a lot of organizations, decision making power rests at the apex i.e. with the higher authority. This means as we move down the structure the decision making power reduces exponentially. Such an organization is termed as centralized.

**3.Types of Organization structures**

Alongside the formal organization exists are informal organization which is a set of evolving relationships and patterns of human interaction within an organization that are not officially prescribed.

### Line Organisational Structure

* Line and staff organization
* Functional organization
* **Committee organization**
* **Matrix organization**

4. **Virtual Organization-**

virtual organization’ emerged in 1990 and is also known as digital organization, network organization or modular organization.

5.. **Cellular Organization-**

Many firms utilizing cellular manufacturing have reported near immediate improvements in performance, with only relatively minor adverse effects. Cited improvements which seem to have occurred fairly quickly include reductions in work-in-process,

6. **Team structure-**

Team organization there is provision of division of project works in small units and each unit is assigned to a team having skill members.

**7. Boundary less organization –**

An organization has external boundaries that separate it from its suppliers and customers, and internal boundaries that provide demarcation to departments

**8.Inverted Pyramid Structure –**

The traditional business is styled in the form of a pyramid with the chief executive officer at the top, senior executives underneath, and so on

**Short Questions (minimum 10 previous JNTUH Questions – Year to be mentioned)**

**1)** types of Organization **(2018)**

**2)** Decentralization (**2018)**

**3) Team structure (2019)**

**Long Questions (minimum 10 previous JNTUH Questions – Year to be mentioned)**

1. **What is Planning Process? Explain (2018)**
2. **What are the advantages of MBO? (2018)**
3. Explain the Depart mentation and Types of Depart mentation**. (2018)**
4. **Explain the steps in decision making. (2018)**
5. **Discuss** Line and staff organization **(2019)**
6. **How do you develop the business strategy? Explain. (2019)**
7. **Enumerate the Committee organization. (2019)**
8. **Outline the steps in** virtual organization’ **. (2019)**

**Fill in the Blanks / Choose the Best: (Minimum 10 to 15 with Answers)**

1. What can be done or what cannot be done is call (c)

(a) Objectives (b) Strategies (c) Policies (d) Procedures

2. Which of the following guide or non- action on the part of people in organizations? ( b )

(a) Programmers (b) Rules (c) Strategies (d) Mission

3.\_\_\_\_\_Strategic\_\_\_\_\_\_\_\_ Planning is the responsibility of top management

4. Selecting a course of action from among the given alternatives is called \_\_Decision making\_\_\_\_\_\_

5. The practice of managers compromising with limited or bounded rationality\_\_Satisfying\_\_\_\_\_\_\_\_\_\_\_\_