

Worksheet – 4

Nature and Significance of Management

1. Shiva computers Ltd., is a leading company in computer technology and IT services. The CEO of the company attributes the success of the company to its managerial team spirit, which have helped to handle rapid changes in technologies and to transform threats into opportunities. Like any other business enterprise, profits are important for survival and growth of Shiva computers Ltd., The management of the company believes that a satisfied employee creates a satisfied customer, who in turn creates profits that leads to satisfied shareholders. The company has a strong sense of social responsibility it has set up many educational institutions in the field of management, engineering and computer education in which half of the students are girls. On the basis of the given information about Shiva computers Ltd., answer the following:
 - a. Identify and explain the objectives of the company discussed in the above para. Also quote the lines for the identified objectives.
 - b. Identify any two values which the company is trying to communicate to the society
2. Mukesh is a salesman in a company engaged in manufacturing of a water purifiers. He has been given a target of selling 70 water purifiers in a month and he has

been empowered to offer a maximum of 12% discount to MRP to his customers. On the last working day of the month, he offered 18% discount to his customers to meet sales target. Is Mukesh effective and efficient on his work? Give reason in support of your answer.

3. Amar, Akbar and Anthony are working in Pharmaceutical company. There is a vast difference in the nature of function performed by them:

- Amar has to analyze the business environment and its implication for the survival of the firm.
- Akbar's job is to ensure that their department has the necessary personnel.
- Anthony's job is to ensure safe and proper working environment to workers.

On the basis of functions performed by the three personnel identify the level of management at which they are working.

4. Ashutosh Goenka was working in Axe Ltd., a company manufacturing air purifiers. He found that the profits had started declining from the last six months. Profits has an implication for the survival of the firm, so he analyzed the business environment to find out the reasons for the decline.

- a. Identify the level of management at which Ashutosh Goenka was working.

b. State three other functions being performed by Ashutosh Goenka.

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