MANAGEMENT

Management is the process of designing and maintaining an environment in which individual, working together in groups, efficiently accomplish selected aims.

Management is defined as the process of planning, organising, actuating and controlling an organisation's operations in order to achieve coordination of the human and material resources essential in effective and efficient attainment of objective.

Management is the process of working with and through others to effectively achieve organisational objectives by efficiently using limited resources in the changing environment.

Management as an ART

→ existence of theoretical knowledge

→ Personalised Application

→ Based on practice and creativity.

Management as an SCIENCE

→ Systematised body of knowledge

→ Principles based on experment

→ Universal Validity.

Management as PROFESSION

→ Well defined body of knowledge

→ Restricted entry

→ Professional Association.

→ Ethical code of conduct.

FUNCTIONS OF MANAGEMENT

1. Planning

It is the function of determining in advance what is to be done and who is to do it.
This implies setting goals in advance and developing a way to achieving them ~~&~~ efficiently and effectively.

2. Organising

Function of assigning duties, grouping ~~dut~~ tasks, establishing authority and allocating resources required to carry out specific plan.

3. Staffing

Finding the right people for the right job. Involves activities such as recruitment, selection, placement.

Directing

It involves leading, influencing and motivating employees to perform the tasks assigned to them.

5. **Controlling**

In this it involves monitoring organisation performance towards the attainment of goals. It involves establishing standard of performance, measuring current performance then, comparing both performance and taking corrective action where deviation is found.

CHARACTERISTICS OF MANAGEMENT

1. Management is a goal oriented process.

2. Management is all pervasive

   Activities involves in managing an enterprise are common to all organisation whether it is economic, social or political.

3. Management is multidimensional:-

It has three main dimensions -
(1) management of work.
(2) management of people
(3) Management of operations.

4. Management is a Continous Process:-

5. Management is a group activity

6. management is a dynamic function:-

management has to adapt itself to the change environment. because organisation interact with its external environment which consist social economic and political factor.

7. Management is an intangible force :-

Management can not be seen but its presence can be felt in a the way the organisation functions.

IMPORTANCE OF MANAGEMENT

1. management helps in achieving group goals.

2. management increases efficiency.

3. management creates a dynamic organisation.

management helps people adapt to these changes so that the organisation is able to maintain its competitive edge.

4. management helps in achieving personal objective.

5. management helps in development of society.

management helps to provide good quality product and services, create employment opportunities and lead the paths towards growth and development.

Management	Administration
1. An organised way of managing people and things of a business organisation.	The process of administering an organisation by a group of people.
2. It focus on policy Implementation, ~~structure~~	It focus on formulation of policy and setting objectives.
3. It works under administration	It has full control over the activities of the organisation.
4. Management makes decision by following the laid down rules by administration	Administration deals with the important decision without any regulations.
5. Management serves as a process of making profit for organisation.	Administration is found in non-profit and govt institution like, school, hospital
6. Key person is manager	Key person is administrator.

Development of Management Thoughts.

→ Classical Approach

→ Neo classical Approach

→ System Approach

→ Contingency Approach.

CLASSICAL APPROACH

→ management is viewed as a systematic network of interrelated functions.

→ On the basis of experiences of practising managers, principles are developed.

→ formal education and training is emphasised for developing mangerial skills.

→ emphasis is placed on economic efficiency and the formal organisation.

→ People are motivated by incentives

It is based on three main pillars :-

(1) ~~Beaur~~ Bureaucracy

(2) Scientific Management

(3) Administrative theory.

(1) Bureaucracy

(1) Division of work
(2) Rules and Regulations
(3) Hierarchy of Authority
(4) Record keeping
(5) Formal Relation.

(2) Scientific Management

"Frederick Winslow Taylor"
father of scientific management

Principles of Scientific management

(1) Science, not rule of Thumb

Develop a true science for each element of a worker's job to replace the old.

(2) Harmony, not Discord

He emphasised that there should be complete harmony between management and workers. Both should realise that each one is important.

(3) Cooperation not individualism

There should be complete cooperation between labour and management ~~and~~ instead of individualism.

(4) Development of each and every person to His or Her greatest efficiency and Prosperity.

AUGUST

Administrative Theory Approach

when an organisation grew and became more complex than they definitely need the managers who can manage the resource to achieve the stated objective

Principles of Management given by FAYOL :-

1. **Division of work**

It leads to specialisation when work is divided into small tasks | Jobs.

2. **Authority and Responsibility**

Authority ↓ Right to give order and obtain obedience

Responsibility ↓ It is the corollary of Authority.

3. **Discipline**

obedience to organisational rules and employment agreement which are necessary for the working of organisation

4. **Unity of Command.**

every employee must receive orders and be accountable to only one boss.

5. **Unity of Direction.**

There should be one head and one plan for a group of activities having the same objective.

6. **Subordination of Individual to general Interest:-**

The interest of an organisation should take priority over individual interest.

7. **Remuneration of employees:**

The overall pay and compensation should be fair to both employees and the organisation.

8. Centralisation and Decentralisation

Centralisation → Concentration of decision making authority

Decentralisation → when authority is divided in more than one person.

9. Scalar chain.

Formal lines of authority from highest to lowest ranks are known as scalar chain.

10. Order

People and materials must be in suitable places ~~for~~ at appropriate time for maximum efficiency.

11. Equity

This principle emphasises kindliness and justice in the behaviour of managers towards workers.

12. Stability of Personnel.

Personnel should be selected and appointed after due and rigorous procedure. But once selected they should be kept at their post for minimum fixed tenure.

13. Initiative

workers should be encouraged to develop and carry out their plans for improvement.

14. Espirit De Corps.

Management should promote a team spirit of unity and harmony among employees.

STAFFING

Staffing is that part of process of management which is concerned with obtaining, utilising and maintaining a satisfactory and satisfied workforce

NATURE OF STAFFING

1. Staffing is universal function.

   It is the part of each and every organisation to have personnel department.

2. Every manager is continuously engaged in performing the staffing function.

3. Staffing is a dynamic function.

   With changes in size and environment of the organisation, changes take place in personnel.

4. Purpose of staffing is the accomplishment of goals.

5. Staffing is pervasive activity.

Activity of staffing is common for all the department and organisation.

Significance of STAFFING

1. It helps in discovering and obtaining competent personnel for various jobs.
2. It makes for higher performance by placing right person on the right job.
3. It helps in facilitating optimum utilisation of resources.
4. Improves job satisfaction and morale of employees through reward for their contribution.
5. ensures continuity and growth of organisation.

PERSONNEL MANAGEMENT

It is defined as obtaining, using and maintaining a satisfied workforce. It is a significant part of management concerned with employees at work and their relationship within the organisation.

NATURE OF PERSONNEL MANAGEMENT

1. It includes the functions of employment, development and compensation.

2. It is concerned with promoting and stimulating competent work force to make their fullest contribution.

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(3) Personnel department is a staff department of an organisation.

4. It is based on human orientation and tries to help the workers to develop their potential.

5. It also motivate the employees through its effective incentive plans.

FUNCTIONS OF PERSONNEL MANAGEMENT

There are three categories of functions.

(1) Managerial functions.
(2) Advisory Functions
(3) Operative functions.

(1) managerial functions.

Personnel manager is a member of management. So he must perform basic managerial functions of planning, organising, staffing, directing and controlling in relation to his department.

(2) Advisory ~~A~~ Functions.

Personnel manager has specialised education and training in managing human relations. So he offer his advise to Top management and departmental heads.

(3) Operative Functions.

These are those duties which are entrusted to the personnel department under general supervision of personnel manager.

(1) Employment.

First function is the employment of proper kind and number of persons necessary to achieve the objectives of the organisation. It involves Recruitment, selection, placement etc.

(2) Training and development.

It is the duty of management to train each employee properly to develop technical skills for the job.
Also proper development is necessary to increase their skill to complete their jobs.

(3) Remuneration

Determination of adequate and equitable remuneration of employee is important.

(4) Working condition.

Every employee must be provided with good working conditions so that they may like their work and work place and maintain their efficiency.

(5) Motivation.

Personnel manages helps the various departmental managers to design a system of financial and non-financial rewards to motivate the employees.

MANPOWER PLANNING

It is also called human resource planning consist of putting right number of people, right kind of people at the right place, right time doing the right things for which they are suited for the achievement of goals of the organisation.

MANPOWER PLANNING PROCESS

STEP I

Analysing the current manpower Inventory

→ Before a manager makes a forecast of future manpower, the current manpower status has to be analysed.

* Type of organisation
* No. of departments
* No. and quantity of such department
* Employees in these work units.

STEP II

Making future manpower forecast

→ There are different ways to forecast manpower

* Expert Analysis
* Trend Analysis
* Work load Analysis
* Work force Analysis

STEP III

Developing Employment Programmes

→ It includes programmes like recruitments, selection, placements.

STEP IV

Design Training Programmes

→ Training programmes depend upon the extent of improvement in technology and advancement to take place.

RECRUITMENT

→ It refers to the process of finding possible candidates for a job or function.

→ It has been defined as 'the process of searching for prospective employees and stimulating them to apply for jobs in an organisation.

SOURCE OF RECRUITMENT

★ **INTERNAL SOURCES**

(1) Transfers :

It involves shifting of an employee from one job to other.

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(2) Promotions :

It leads to shifting an employee from lower to higher position.

✱ EXTERNAL SOURCE

(1) Direct Recruitment :

Under this a notice is placed on the notice board of the company. specyfying the details of the job.

(2) Casual Callers :

Many reputed organisations keep a database of unsolicited applicants in their office and when they needed they fill the vacancies ~~throy~~ through this.

(3) Advertisement :

~~Advertisement~~ in newspaper is generally used when a wider choice is required.

(4) Placement agencies :

(5) Campus Recruitment

(6) Recommendation of employees.

(7) Web publishing.

SELECTION

It is the process of identifying and choosing the best person out of number of prospective candidate for a job.

Process of selection

(I) Preliminary Screening

Based on the application HR eliminate unqualified job seeker

II Selection Test

III Employment Interview

IV Reference and Background check

V SELECTION DECISION

VI Medical examination

VII Job offer

VIII Contract of employment.

PROMOTION

Ascension of an employee to higher ranks. It involves increase in salary, responsibility, status etc.

SENIORITY

Advantage	Disadvantage
(1) In this employee is sure of getting promotion	1. Since promotion is fixed employee become lazy
(2) It develops sense of loyalty	2. New brilliant employees will be left which leads no motivation factor in company.
(3) It limits the favoritism	3. Talented and average workers considered alike.
(4) Avoid dispute among employee	

MERIT

Advantage	Disadvantage
1. encourage employee to increase knowledge.	1. It may lead to partiality nepotism, fororitism
2. Increase the productivity	2. Senior employee did not get that respect.
3. New employee will get motivated to get promotion.	3. In merit, Performance appraisal can not done properly.

TRAINING

It is any process by which the aptitudes, skill and abilities of employees to perform specific jobs are increased.

It is a process of learning new skills and application of knowledge.

TRAINING METHODS

ON THE JOB TRAINING

→ Apprenticeship Programme

→ Coaching

→ Internship Training

→ Job Rotation

OFF THE JOB TRAINING

→ CLASS Room Lecture

→ films

→ Case Study

→ Computer modelling

→ Vestibule training

→ Programmed Instruction

ON THE JOB TRAINING

1. Apprenticeship Programmes :-

Put the trainee under the guidance of a master worker. ex - Plumber, electricians.

2. Coaching :-

The superior guides and instruct the trainee as a coach.

3. Internship Training :

It is a joint programme of training in which educational institutions and business firms co-operate.

4. Job Rotation :-

It involves shifting the trainee from one department to another or from one job to another.

OFF THE JOB TRAINING

1. CLASS Room Lecture :-

lecture approach is well adopted to conveying specific information, rules, procedures or methods.

2. films :-

They can provide information and explicitly demonstrate skills that are not easily represented by the other techniques.

3. Computer Modelling :-

It simulates the work environment by programming a computer to limitate some of the realities of the job and allows learning to take place without the risk.

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4. Vestibule Training :-

~~Employees~~ Training method that focuses on imparting job education to skilled personnel or those training workers who need to deal with machine and equipments of the company.

5. Programmed Instructions :-

Involves a series of steps with bits of knowledge and a mechanism for presenting the series and measuring the trainee's knowledge.

OBJECTIVE OF TRAINING

(1.) To provide job related knowledge to the workers.

(2) To impart skills among the workers systematically so that they may learn quickly.

(3) To improve the productivity of the workers and the organisation.

(4) To bring about change in attitudes of the workers towards fellow workers, supervisor and the organisation.

PRODUCTION MANAGEMENT

Production management is the process of planning and regulating the operations of that part of a business which is responsible for actual transformation of material into finished products.

OBJECTIVE OF PRODUCTION MANAGEMENT

(1) To produce Right Quality

The quality of product is established based upon the customer needs.

(2) To produce Right Quantity.

(3) Produce the goods at Right Time

Timeliness of delivery is one of the important parameter to judge the effectiveness of production management.

(4) Right Manufacturing Cost

FUNCTIONS OF PRODUCTION MANAGEMENT

1. Selection of Product and design
2. Selection of Production Process
3. Selecting Right Production Capacity
4. Production Planning
5. Production control
6. Quality and Cost Control
7. Inventory control
8. Maintenance and Replacement of machines.

SCOPE OF PRODUCTION MANAGEMENT

It is a vast concept it involves a huge chain. Production starts with input and ends with output i.e. finished product.

Following are the scope of PRODUCTION MANAGEMENT.

1. LOCATION OF FACILITIES

Selection of location is a key decision as large investment is made in building, land and machinery.

2. Plant Layout and material handling

Plant layout means physical arrangement of facilities.

Material handeling refers to the moving of material from the storeroom to the machine & from machine to the next during the process of manufacturing.

3. Product Design :

It deals with the conversion of ideas about the product into reality.

4. Process Design :-

Decision making on overall process route for converting the raw material into the finished goods.

5. Production Planning and controlling

It can be defined as the process of planning the production in advance, setting the exact route of each item fixing the starting and finishing dates for each item to give production orders to shop & to follow up the progress of products according to the orders.

6. Quality Control

a system that is used to maintain a desired level of quality in a product & services.

7. material management

It is that aspect of management function which is primarily concern with the acquisition control and use of needed material.

8. maintenance Management :-

It deals with taking care of factory ~~output~~ layout, types of machinery. This is essential for equipment and machinery which are very important part of the total production process.

PRODUCTION PLANNING ~~AD~~ AND CONTROL

It is a predetermined process which include the use of human resource, raw material, machines etc.

PPC is the technique to plan each and every step in a long series of separate operation.

It helps to take the right decision at right time and at the right place to achieve maximum efficiency.

PRODUCTION PLANNING

It is the process of forecasting ahead every step in the long process of production, taking them at right time, in the right degree

PRODUCTION CONTROLLING

Process of keeping watchful eye on the production flow by utilising different type of control techniques to achieve optimum performance.

CHARACTERISTICS

→ Inputs like materials, men, machines are efficiently used.

→ Division of work is undertaken carefully.

→ work is regulated from first stage to finished goods.

→ Question like, what, when, how to be manufactured are decided.

Significance of PRODUCTION PLANNING AND CONTROLLING

→ Effective utilisation of Resources

→ Minimizing the wastage.

→ PROPER coordination

→ Quality product produced

→ Smooth flow of production

→ Increases labour productivity.

→ Provide better environment.

STAGES IN PRODUCTION PLANNING AND CONTROLLING

STAGE I ROUTING

It is determining the exact path which will be followed in production

It is the selection of one path from where each unit have to pass before reaching the final stage.

→ Deciding what part to be made or purchased.

→ Determining material requirement

→ Determining manufacturing operations.

→ Determining lot size

→ Analysis of cost of product

→ Determing the scrap factors.

STAGE-II SCHEDULING

It is determining of time and date when each operations is to be commenced or completed. The time and date of manufacturing each compoment is fixed in such a way that assembling for final product is not delay in any way.

→ minimizing delay and interruption in production process.

→ Reducing waiting and cost of production.

→ Providing required inventories on right time at right place.

→ Maximising the utilisation of available resources.

→ Balancing the allocation of time among various work centres, floors and departments to reduce idle capacity.

STAGE III LOADING

The next stage is loading which is execution of scheduled plan as per the route chalked out.

It includes the assignment of the work to the ~~operations~~ operators at their machines or work place.

It determine who will do the work.

→ Balancing work load among processes and machines.

→ Fulfill delivery commitments.

→ Plan new orders if there is spare capacity available.

→ Maintain Consistency in work flow

→ Identify and remove problems.

STAGE IV DISPATCHING

It refers to the process of actually ordering the work to be done. It involves putting the plan into effect by issuing orders.

It is concerned with starting the process and operation on the basis of route sheets and schedule charts.

It put production in effect by releasing and guiding manufacturing order in the sequence previously determine by scheduled.

STAGE V FOLLOW UP

Progress may be assessed with the help of routine reports or communication with departments. It is used for expediating and checking the progress.

→ It finds out and removes the defects, delays, limitations, loopholes etc. in the production process. It measures the actual performance and compare it with expected performance.

STAGE VI INSPECTION

It is the process of ensuring whether the products manufactured are of requisite quality or not.

→ Inspection is undertaken for both products and inputs. It is carried on at various level of production process so that pre determined standards of quality are achieved.

→ It ensures the maintenance of pre determined quality of product.

MATERIAL MANAGEMENT

Definition

material management defined as : planning, directing and controlling the kind, amount, location movement and timing of the various flows of commodity used in and produced by a business enterprise.

material management uses inventories and production requirement for planning and control to ensure materials are available as required to meet production schedules.

Functions of material management

1. Purchasing

To maintain continuity of production business have to buy resources time to time to manage the materials.

2. Inventory Control

It is maintaining all classes of inventory at optimum levels with the minimum investment.

3. Stores management

Proper receipts, inspection, storage and preservations, safety and issue of materials with efficient documentation assist in good house keeping of material in warehouse.

4. Disposal of surplus/ scrap/ obsolete materials.

over the period of time disposal of such material is very important.

OBJECTIVES OF MATERIAL MANAGEMENT

① Low Price

It means materials should be purchased at lower cost.

② Continuity of Supplies

To ensure that there is no disruption in supply which might hamper the flow of production.

③ Consistency of Quality

materials of the right quality have to be bought. otherwise the quality of the end product may suffer.

④ favourable supplier relation

In order to ensure continuity of supply and consistency of quality, it is necessary to have a favourable supplier relation.

⑤ maintenance of regular records

It is necessary to have good, updated and easily accessible records.

INVENTORY CONTROL

It is the process of ensuring the right amount of supply is available in an organisation.

It deals with the tracking the stocks so that manufacturers do not run short of them, leading to consumer disappointments.

IMPORTANCE OF INVENTORY CONTROL

1. Reducing risk of production shortages:-

firms can not risk of shortage of any material during production.

2. Reducing order cost

where a firm place an order there are many cost related with that and these cost vary with the number of orders placed.

③ Protects from fluctuation in demand:-

There are many times when demand fluctuates so to meet that demand inventory control is important.

④ Better services to customer.

If company maintains a proper inventory of raw materials then it can complete its production in time. So it can deliver in time to customers.

⑤ Continuity of production operations.

Proper inventory control helps to maintain continuity of production operation and maintain smooth flow of production.

⑥ Check on loss of materials:

Inventory controls helps to maintain a check on the loss of materials due to carelessness.

VARIOUS METHODS OF INVENTORY CONTROL

1. Economic Order Quantity [EOQ]

It is the ideal inventory quantity that a company must purchase considering various variables such as total production costs, demand rate etc.

It helps to free up any cost or any tied cash in inventory for most entities and reduce the direct cost.

2. ABC Analysis.

It involves categorising inventory into three buckets called A, B, and C depending on importance of inventory to its profit.

A Category → It consist expensive item and have small inventory

B Category → It has averaged-price inventory with medium sales frequency.

C Category → In this inventories are low in value but with high sales frequency.

3. Just in Time Inventory

Company maintains an inventory level that is required during production. Under this method you will not be having any excess inventory beyond the production requirement and it helps you get rid of the cost involved in storing excess stock.

4. Safety Stock

To avoid stock-outs firms maintain safety stocks of inventory. The safety stock is the minimum level of inventory desired for an item.

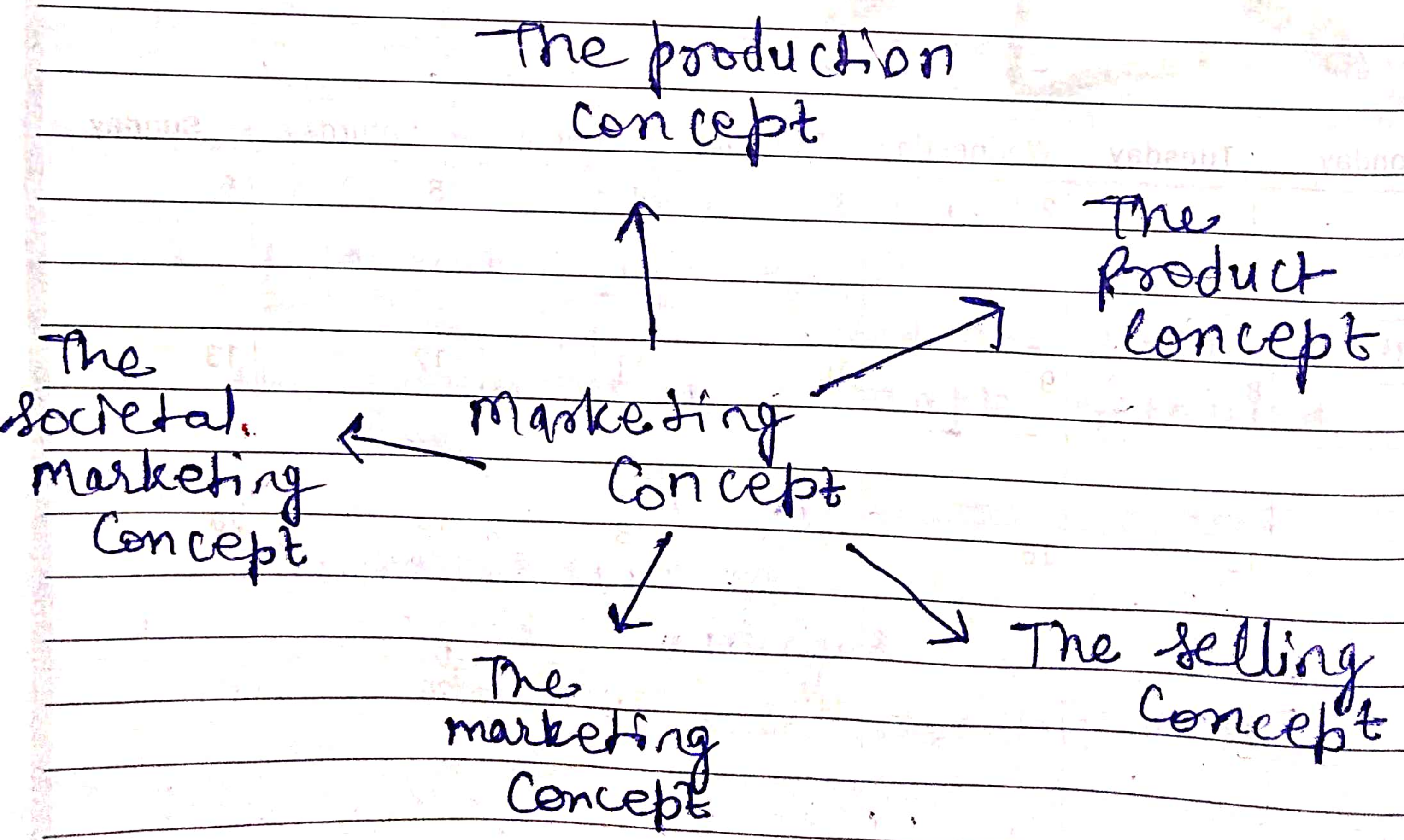
5. LIFO and FIFO

LIFO [Last in first out) inventory control is better for non perishable goods and uses current price to calculate price of good sold. FIFO [First in first out] inventory control seeks to value inventory so that business is less likely to lose money when product expire.

MARKETING MANAAGEMENT

Meaning

It is the process of planning and executing the conception, pricing promotion and distribution of Ideas, goods and services to create exchangles ~~that~~ satisfy individual and organisational goals.



PRODUCT CONCEPT

The core purpose of the product conc is to manufacture cheaper products. because the consumer won't pay much price for the product or services. So the business that acompany the pro concept manufacture the goods on a ma scale and profit out of the economies scale.

In the product concept marketers do no give any importance to the requirement and wants of the customers. Their central focus is to produce more and more goods, quantity matters not quality which lead to unsatisfied consumers.

PRODUCTION CONCEPT

It is the one of the earliest marketing concept where the organisation concern traded on the ability of its production processes.

It is to manufacture the products cheaper make them Ready for mass population.

- Under this concept Consumer will favour available and highly affordable product.

- for example - chinese smartphone company vivo, their phones are available in almost every corner of the asian market. You can walk into any shop and can easily purchase latest phone.

SELLING CONCEPT

Under this, consumers will not buy enough of the firm's product unless it undertakes a large scale selling and promotion efforts.

Here the management focuses on creating sales transaction rather than on building long term profitable customer relationship.

It is very precarious strategy because its based on a very weak notion that sells whatever they are manufacturing instead of meeting customer's need.

ex. mountain dew ads are hard to miss, if people like dew or not is debatable, but you can see that Pepsico is pushing hard using ads.

Marketing Concept

It is customer oriented concept. It places customers in the middle of the marketing process, discovering customer's demand and wants, then meeting those needs better than the competitors.

In this, marketers assumes that the customer is always right and his requirement and wants should be their priority.

It supports a very simple strategy that marketers do not search for the right customers for their product, instead they build the right product.

Societal Marketing Concept.

It is based on the welfare of the entire society because it examines the strategy of the marketing concept. What consumers need doesn't mean that it would be useful for them in the long term. What is need and what is suitable for society as a whole are the two different things.

The Goal and aim of the societal marketing concept is to make companies understand that they have a friendly and environmental responsibility, much more important.

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OBJECTIVE OF MARKETING

1. Customer Satisfaction:-

Primary objective is to satisfy the needs and wants of the consumers so that they will again select the same product.

2. Ensure profitability:

The main aim of business is to make maximum profit from their operation and so does marketing do and it also helps in creating long term profit for their organisation.

3. Building organizational Goodwill :-

It portrays the product and company's positive image infront of the customer and also helps in making long term Customers.

4. Create demand :-

It works for generating demands for products and service among the customers, because the main aim of marketing is to produce the product which consumers want.

5. Create time and ~~utt~~ utility.

It make sure that the product or service is available to the consumer whenever and wherever they need it.

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6. Increase sales volume :-

It is rigorous process of increasing the sale of product or service to generate revenue. Because due to marketing, company is producing that product which is in demand.

7. Enhance product quality :-

marketing enhance quality of the product. It initiate customer feedback and reveiws to implement them for product enhancement.

FUNCTIONS OF MARKETING

1. IDENTIFY NEEDS OF THE CONSUMER

The first step in marketing function is to identify the needs and wants of the customers that are present in the market.

2. Planning

The next step in marketing function is planning. Management should be very clear about their plan and objectives of the company.

3. Product ~~Plann~~ Development

After the consumer research and planning product development is main function. There are many factors like product design, durability and cost.

4. Standardisation and Grading:

Standardisation refers to the process of ensuring uniformity in the product which means ~~that~~ a product developed by a ~~consumer~~ business shall be standard for every consumer.

Grading refers to as the process of classifying products that are similar in quality and characteristics.

5. Packaging and Labelling

The first impression of product are its packaging and the label attached to it

6. Branding:

It refered to as the process of identifying the name of the producer with the product. Certain brands are there in the market which have a lot of goodwill.

7. Customer service:

A company has to set up various kind of customer service based on their product.

8. Pricing:

Most important parts of marketing functions. It is the price of product that determines whether it will be successfull or a failure.

9. Promotion:

Process of making the customer aware of the product by presenting it to customers across various channel of promotion.

10. Distribution:

It refers to the movement of consumer goods to the point of consumption.

11. Transportation:-

It is defined as the physical movement of goods from one place to another.

12. Warehousing

It creates time utility. It is often see that there is a gap between the time a product is produced and the time when it is consumed.

Marketing Research

Meaning

The systematic gathering, recording and analysis of data about problems relating to the marketing of goods and services.

OBJECTIVES OF MARKETING RESEARCH

1. To know needs and wants of Target Market.

Knowledge of target market guides what a marketing manager should do to satisfy the market. Adequate knowledge about needs and wants of customer is must.

2. To know Market changes:

Market situations are constantly changing. In order to match efforts with changing needs and wants marketing research is important.

3. To face competition effectively:

facing competition strongly is one of the important task of modern marketing managers. formulation of marketing strategies to defeat competitors need the accurate information about competitors.

4. To segment market and select target market:

modern marketing practice is based on target market and not on total market. By dividing the market or segmenting the market business can easily identify their target market.

5. To find out opportunities and to prepare for challenges and threat.

It also helps in finding opportunity and challenges which will be face by business.

6. To Raise Standard of living of Society:-

Marketing research can contribute in improving the standard of living of society. Due to research products are produced according to needs and preference of consumers.

7. To Reduce Risk inherent in Decision making:-

Availability of important information through research helps to take accurate decisions which will help in reducing risk.

8. To assess effectiveness of marketing strategies:

IMPORTANCE OF MARKETING RESEARCH

1. **Helps in identifying problem and opportunities in the market**

It helps in providing information on market share, nature of competition, customer satisfaction level etc.

2. **Formulating marketing strategies:-**

All the information collected in marketing will directly help in formulating strategy by the business.

3. **Improving selling activities:-**

It helps in identifying sales territories and also studies effectiveness of a sales force to improve sales of company.

4. Helps in forecasting sales.

It is the most important part of production manager is to keep optimum level of inventory which can only happen through the perfect forecasting of sales and marketing research will definitely help in this.

5. To Revitalize brands:-

It helps in finding the existing brand position. Marketing research helps in developing techniques to popularize and retain brand loyalty.

6. Helps in managerial decision making.

It helps a vital role in the decision making process by supplying relevant, up to date data through marketing research.

7. To facilitate smooth introduction of new products:-

It helps in testing the new products in one or two markets on a small scale. This helps in finding out consumer response to new product and develop a suitable marketing mix.

8. For effective communication mix:-

Marketing research study media mix, advertisement effectiveness and integrated communication tools,

LIMITATION OF MARKETING RESEARCH

1. Time Gap Makes Research Irrelevant

Systematic marketing research needs more time. It takes weeks, months even years. when outcomes of research come, situation might be changed. and some time It will be not fully effective.

2. Cost Consideration :

Marketing research is a very costly process and needs too much money. So that it is difficult for medium and small company.

3. Problem of Rapid change in market:

Whatever is applicable or relevant today is outdated tomorrow. Due to rapid change in market research outcome will not be much effective.

4. Problem of Trust and Accuracy:

Marketing research is based on Trust and accuracy. Right from the identification of problem to final outcomes all depend on trust. And everything is based on response of consumers.

5. It is not problem solving technique but aid to solve problem:

It is not problem solving technique but can assist to solve it. It is source of problem related information

6. Subjective or Biased Result

When human being is involved, a completely bias free response is not possible. Subjective answer can also create problem.

7. It can not eliminate risk in decision-making:-

Marketing research can not eliminate risk and uncertainity. It is an attempt to minimize degree of risk. So heavy cost on marketing research don't gurantee safety and certainity.

8. Effect of external and uncontrollable factors:-

In most cases these factors affect marketing research results adversely. Due to these factors the net impact cannot be estimated.

PROCESS ~~OM~~ OF MARKETING RESEARCH

I. Define the Problem

The foremost decision that every firm has to undertake is to find out the problem for which the reason is to be conducted. The problem must be defined adequately.

II. Develop the research plan:-

It involves gathering the information relevant to the research objective.

III. Collect the information:

This is one of the most expensive methods of marketing research. At this stage, the researcher has to adopt the methods to collect the information

IV Analyse the Information :-

Once the information is collected the next step is to organise it in such a way that some analysis can be obtained. The researcher apply several techniques to perform the analysis

V Present the findings :-

Finally, all the findings and the reserch are shown to the top management level viz. managing director, CEO to make the marketing decision in line with the research.

VI MAKE the Decision.

Once the findings are presented to the top management it is up to them either to rely on findings and take decisions or discard the findings.

ADVERTISING

Advertisement is a process or concept of communicating a message about products and service to a customer so that the customer can understand the offering along with its features, uniqueness, price offer, benefits and value to get convinced about making a purchase.

OBJECTIVE OF BRAND BUILDING

1. Brand Building :

The value of a brand is automatically enhanced when frequently advertised. Not only that but also when the brand delivers quality product and fulfills its premises.

2. Introduce a brand :-

Advertising alway make smooths introduction of brand.

3. Introduce a Product :-

Most startups opt for advertisement to introduce a new product in the market.

4. Creation of awareness:-

The main aim of advertising is to attract the most audience engagement, which is less of creating awareness.

5. Creation of Demand:-

One of the main reasons for advertising is to persuade customer to buy and use the product.

6. Switching Brand

Through advertisement company can attract other buyer to their own product. You can do this by conveying a compelling message that attract buyers.

7. To increase sales :-

Main objective of advertising is to increase sales of the company which helps in wealth of company.

8. Product and Brand recall

In all objective one is to recall the brand with users in mind. Such inclue Premiom brands like GUCCI, RALPH LAUREN ETC.

FUNCTIONS OF ADVERTISING

1. It promotes the sale of goods and services.

   By informing and persuading the people to buy them. A good advertising campaign help in winning the new customer.

2. It helps in the introduction of new products in the market.

3. Advertising facilitates large scale production.

   Advertising helps to increase the sales which lead to facilitate large scale production.

4. Advertising educates the people about new products and their uses.

5. It build up the reputation of the company.

6. Counter Competitor's claim.

CRITICISM OF ADVERTISING

1. Increased price of product

Advertising leads to increase the price of the product because advertising is an expense for the company.

2. Multiplication of needs

Advertising creates artificial demand for the product and induces people to buy those which are not needed by them.

3. Deceptive

Sometimes advertising is used as an instrument of cheating. In order to impress upon the people false statements are given.

4. It leads to monopoly

Advertising sometime leads to monopoly in a particular brands of product.

5. Harmful for society

Sometime advertisement carry indesecent language and ~~or~~ unethical things to attract consumer which is harmful for society.

6. Wastage of precious national resources.

Sometime advertisement leads to wastage of product by purchasing the new product before the expiry of the old one leads to wastage of resources.

FINANCIAL MANAGEMENT

Financial management is the business function that deals with investing the available financial resources in a way that greater business success and return on investment is achieved.

It refers to the better utilisation of finance.

OBJECTIVE OF FINANCIAL MANAGEMENT

1. Wealth maximisation.

It means to maximise the wealth of the shareholders by increasing the price or value of share.

2. Profit maximisation

This is the main objective of company to maximise the wealth by utilising their fund in the best way which will helps in achieving the goal of company.

3. Correct estimation of financial requirement of business.

financial management helps in correct estimation of financial requirement of business to run the business operations smoothly. and also helps in providing the funds in cheapest way.

4. Proper utilization

financial management lead to proper utilisation of funds which lead to efficient utililisation of finance of company will directly increase the profits of company.

5. Proper collection

Other objective of financial management is proper collection of funds and also in at optimum cost because cost of fund is very important.

6. Planning sound Capital Structure

financial ~~so~~ management helps in planning a good mix of capital in company which is very cheap and good for the business.

functions of ~~fo~~ financial management.

1. estimation of Capital requirement.

A finance manager has to make estimation with regards to capital requirements of the company. This is depend upon expected cost and profits and future policy of a Company.

2. Determination of capital composition.

It involves short and long term debt and equity analysis. This will depend upon the proportion of equity capital a company is possesing and additional funds which have to be raised from outside parties.

3. Choice of sources of funds :-

Company have many choices like:-

(i) Issue of share and debenture
(ii) Loan to be taken from banks
(iii) Public deposit to be drawn in form of bonds.

4. Investment of funds :-

The finance manager has to decide to allocate funds into profitable ventures so that there is safety on investment and regular return is possible.

5. Disposal of surplus :

The net profit decision have to be made by the finance manager. This can be done in two ways:-

(i) Dividend declaration.
(ii) Retained profits.

6. Management of Cash:-

Finance manager has to make decision with regards to cash management. Cash is required for many purpose like payment of wages and salaries etc.

IMPORTANCE OF FINANCIAL MANAGEMENT:

1. Financial planning:-

Financial management helps in financial planning. It decides each financial necessity associated with business concern. Also financial planning associates need to take prompts and correct measures instead of worries.

2. Safeguarding / Protecting Funds :-

Protecting funds toward achieving business goal is important. over spending on one project impact other business operations as they may lack finance in many cases.

3. Allocation of funds:

It helps in allocating funds effectively so that it enhance the operational proficiency for the business concern.

4. Helps in improving profitability of organisation:-

Proper financial management helps in achieving business goals in minimum cost which will helps in improve of profitability of organisation.

5. Increase the ~~ore~~ overall value of company.

Extreme point concerning of any business is that they will achieve maximum gain with greater efficiency. That will helps in increasing the valuation of the company.

6. Provide economic growth and stability:-

Proper financial management ensures economic growth of company. There is only one way to achieve financial stability and that is economic growth. So financial management helps in economic growth and stability.

CAPITAL STRUCTURE

It is the specific mix of debt and equity used to finance a company's assets and operations.

Debt and equity are the two primary types of capital structure is defined as the combination of equity and debt that is put into use by a company in order to finance the overall operations of the company.

There are various source of finance for a company :-

(1) EQUITY CAPITAL

It is the money owned by the shareholders. In equity capital company have to give ~~dd~~ dividend to their shareholders.

2. Debt Capital

It is the capital that a business raises by taking out a loan on which company paid some fixed rate of interest for fixed tenure.

Retained Earnings:

Retained earning are the amount of profit a company has left over after paying all its direct costs, indirect cost, income tax and its dividend to shareholders.

VARIOUS SOURCES OF FINANCE

① Based on Period

- Long term source of finance -

It is utilised for more than five years. The fund is arranged through preference and equity shares and debentures.

- medium term source of finance -

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These are short term fund that last more than one year but less than five years. public deposit, commercial banks, lease financing etc

- Short term sources of finance -

They are required for just one year like comm-banks, trade credit etc.

2. Based on ownership.

- Owner's Fund :-
  It is finance by owners of company. The capital is raised by issuing preference shares, retained earning, equity shares etc.

- Borrowed Funds :-
  They are acquired by borrowing or loan for particular period of time. ex. Comm. banks loans and loans from financial institution.

3. Based on Generation.

- Internal sources :-
  The owners generated the funds within the organisation. example retained earnings.

- External sources :-
  The fund is arranged from outside the business. ex. debentures, equity shares.