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Liberalization, Privatization Globalization

In the late 1980s, government expenditure began to exceed its revenue by such large margins that meeting the expenditure through borrowings became unsustainable. Prices of many essential goods rose sharply. Imports grew at a very high rate without matching the growth of exports. As pointed out earlier, foreign exchange reserves declined to a level that was not adequate to finance imports for more than two weeks. There was also not sufficient foreign exchange to pay the interest that needed to be paid to international lenders. Also, no country or international funder was willing to lend to India.

India approached the International Bank for Reconstruction and Development (IBRD), popularly known as World Bank and the International Monetary Fund (IMF), and received $7 billion as loan to manage the crisis. For availing the loan, these international agencies expected India to liberalise and open up the economy by removing restrictions on the private sector, reduce the role of the government in many areas and remove trade restrictions between India and other countries.

So, the government initiated a variety of policies that fall under three heads viz., liberalisation, privatisation and globalisation.

Liberalization

The basic aim of liberalization was to put an end to those restrictions which became hindrances in the development and growth of the nation. The loosening of government control in a country and when private sector companies' start working without or with fewer restrictions and government allow private players to expand for the growth of the country depicts liberalization in a country.

Objectives of Liberalization Policy

- To increase competition amongst domestic industries.
- To encourage foreign trade with other countries with regulated imports and exports.
- Enhancement of foreign capital and technology.
- To expand global market frontiers of the country.
- To diminish the debt burden of the country.

Privatization

This is the second of the three policies of LPG. It is the increment of the dominating role of private sector companies and the reduced role of public sector companies. In other words, it is the reduction of ownership of the management of a government-owned enterprise. Government companies can be converted into private companies in two ways:

- By disinvestment
- By withdrawal of governmental ownership and management of public sector companies.

Objectives of Privatization

- Improve the financial situation of the government.
- Reduce the workload of public sector companies.
- Raise funds from disinvestment.
- Increase the efficiency of government organizations.
- Provide better and improved goods and services to the consumer.
- Create healthy competition in the society.
- Encouraging foreign direct investments (FDI) in India.

Globalization

It means to integrate the economy of one country with the global economy. During Globalization the main focus is on foreign trade & private and institutional foreign investment. It is the last policy of LPG to be implemented.

Globalization as a term has a very complex phenomenon. The main aim is to transform the world towards independence and integration of the world as a whole by setting various strategic policies. Globalization is attempting to create a borderless world, wherein the need of one country can be driven from across the globe and turning into one large economy.

Objectives:

- Economic growth: Globalization aims to increase economic growth by increasing trade and investment between countries.
- Competition: Globalization aims to promote competition, which can help corporations gain a competitive edge.
- Access to resources: Globalization aims to improve access to resources.
- Cultural exchange: Globalization aims to facilitate cultural exchange.
- International trade: Globalization aims to expand world trade by reducing or eliminating trade barriers. This can give consumers a wider variety of goods at lower prices.
- Financial globalization: Globalization of finance can enhance economic growth by increasing capital mobility and the volume of international financial flows.
- Interdependency: Globalization of markets involves the growing interdependency among the economies of the world.

Organizational Communication

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Organizational communication is an important element of any successful business. A company's organizational communication encompasses many different styles of communication between many different groups of people.

We define **organizational communication'** *as the sending and receiving of messages among interrelated individuals within a particular environment or setting, to achieve individual and common goals.*

Organizational communication is highly contextual and culturally dependent. Individuals in organizations transmit messages through face-to face, written, and mediated channels.

Organizational communication helps us to

Achieve Personal goals

1) accomplish tasks relating to specific roles and responsibilities of sales, services, and production;

2) acclimate to changes through individual and organizational creativity and adaptation;

Achieve organisational goals

3) complete tasks through the maintenance of policy, procedures, or regulations that support daily and continuous operations;

4) develop relationships where "human messages are directed at people within the organization-their attitudes, morale, satisfaction, and fulfillment".

Various kinds of Organizational Communication

Organizational communication can be divided into several types according to the direction of communication messages, formality levels like channels used and information exchanged. Here are some common types of organizational communication:

1. **Formal Communication:** Formal Communication also known as official communication is the communication in which information reaches through formal routes. The primary objective of this communication is to communicate correctly and ensure that the information is conveyed correctly. This form of communication is considered an efficient mode as it's time-saving and has organised its flow.
2. **Informal Communication:** Communication that doesn't use formal means to communicate is referred to as informal communication. Individuals, and/or subordinates do not adhere to the strict policies of the company. People talk to each other without any restrictions. Informal communication at the organizational level is considered to be spontaneous, where subordinates and their superiors can freely talk in the absence of official rules, systems or instructions to communicate. One of the most common forms of informal communication is talking to your friends or family.
3. **Lateral or Horizontal Communication:** Communication that takes place between individuals or groups on the same rung of the hierarchy. It makes it easier to coordinate, find solutions and share information between colleagues working in different departments or teams.
4. **External Communication:** Customer Communication: Customers must interact through various channels, including customer support, marketing materials and product informing of items or services.
5. **Supplier Communication:** Contacting suppliers about orders, deliveries and other business topics.

6. **Public Relations:** Interfacing with the public, media and other external stakeholders to control how the organization is perceived by them.
7. **Official Documents and Reports:** Forms of formal written communication include the following documents policies, procedures reports, manuals. These documents are a structured and standardized means of communicating information within the organization.
8. **Face-to-Face Communication:** Coordinated efforts meetings, conferences, and personally arranged individual contacts where information is specifically discussed via spoken words or nonverbal signs, important discussions, decision-making, and relationship building often occur in face-to-face communication.
9. **Electronic Communication:**
   - **Emails:** Formal electronic communication where information is shared, matters discussed and tasks coordinated.
   - **Instant Messaging:** Informal communication through real-time text messages used for quick exchanges and team collaboration).
   - **Video Conferencing:** Virtual face-to-face communication where individuals can communicate in real-time without barriers of distance.
10. **Feedback and Performance Reviews:** Formalized means of providing feedback on employee performance such as scheduled reviews, appraisals and constructive criticism.

Importance of Economics in Business World

Economics is the study of what drives human behaviour, which lead to decisions made in times of affliction or success. Using scientific methods, economics helps in the allocation of scarce resources to ensure efficiency in today's world. It is of special importance to business students because businesses rely on economics for product research and development, marketing, purchase and resource allocation and many other strategic decision-making strategies. Understanding all these is vital for any business to operate efficiently, drive out competitors and succeed. In short, studying economics develops in you various competencies and transferable skills, such as critical and analytical thinking, problem solving, research, numeracy and communication.

Here are five reasons why studying economics is important.

1. Informs decisions

Economists provide information and forecasting to inform decisions within companies and governments. This knowledge of economics – or economic intelligence – is based on data and modelling.

2. Influences everything

Economic issues influence our daily lives. This includes issues such as tax and inflation, interest rates and wealth, inequality and emerging markets, and energy and the environment. A broad subject, economics provides answers to a range of health, social and political issues that impact households and wider communities.

3. Impacts industries

Firms of all sizes and industries have to rely on economics, whether that's for product research and development, pricing strategies or how to advertise. This wide influence means studying economics can open up a variety of career options across all sectors of the economy, from agriculture to manufacturing, to banking and consultancy.

4. Inspires business success

Understanding how consumers behave is vital for a business to succeed. Economists use theories and models to predict behaviour and inform business strategies. For example, how to analyse 'big data'.

5. International perspective

Economics affects the world we live in. Understanding domestic and international perspectives - historic and current - can provide a useful insight into how different cultures and societies interact. For international corporations, understanding the world economy is key to driving success.

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Quality Management

Quality Management is a strategic concept aimed at achieving continuous improvement across all elements and functions of an organization. This concept focuses on achieving customer satisfaction by improving quality across all aspects of operations, from design and development to production, services, and support. Employees are a crucial part of this process, being encouraged to participate in improving quality and developing processes.

There are several key objectives of quality management that companies should aim to achieve. First and foremost, it is about achieving customer satisfaction by delivering products and services that exceed expectations. Secondly, quality management aims to improve the processes and procedures within the company to minimize errors and increase efficiency. Lastly, quality management strives for sustainability and continuous improvement, with a focus on fostering a general culture of quality throughout the organization.

Garvin's 8 Dimensions of Quality

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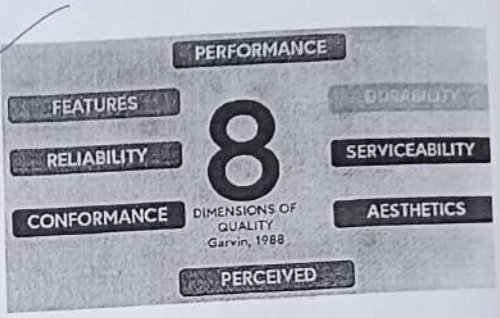

They are the things that make it stand out from its competitors and give it value. These are the things that differentiate your business from others in the marketplace.

Let's understand each of these dimensions:

1. Performance:

A performance characteristic describes a product's essential function.

For a car, performance would include characteristics like millage per gallon, acceleration, handling, cruising speed etc.

For a smartphone, performance would include characteristics like clear phone reception, data speed etc.

2. Features:

Features are a secondary aspect of performance. They're "the bells and whistles" of products and services.
They're the ones who add extra functionality to their essential functions.
For a car, features would include the built-in GPS, seat warmer, smartphone integration etc.
For a smartphone, features could include a high-resolution camera, retina or fingerprint sensor.
Sometimes it might be challenging to say which a performance dimension is and which a feature dimension is.

3. Reliability

Reliability is the ability of a product or service to perform as expected over time.
For example, if you buy a new car, you do not expect the vehicle to break down frequently. The most commonly used reliability measurements are the Mean Time to Failure (MTTF) and Mean Time Between Failures (MTBF).

4. Conformance

Conformance is the degree to which a product conforms to its specification.
For example, when we talk about conformance in software development, we mean that the code complies with the requirements defined by the customer.
Quality Guru Philip Crosby defines quality as conformance to requirements.

5. Durability

Durability is the measurement of product life. This defines the amount of use the customer could get from the product before it deteriorates.
For example, how long will your car last?
Reliability is the probability of failure over a specified period. Durability is measured by the number of cycles or the time a component will function properly as a part of the product life.

6. Serviceability

Serviceability is the ease at which a user can repair a faulty product or get it fixed.
It could be measured in terms of how much time and effort it takes to get a faulty product repaired and returned to regular use.

Characteristics of Management
Management is an activity ...

7. Aesthetics

Aesthetics refers to the appearance of a product or service. It includes all aspects related to the physical appearance of a product, for example, the weight, colour, size, texture, packaging design etc.

8. Perceived Quality

Perceived quality is the overall opinion of the customers towards the product. It's the combined effects of factors such as brand name, price, salesperson, marketing strategy etc.

Example: When was the last time you had a positive experience with a bank?

For customers review, how much good was that beauty Product for you?

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Industrial relations

Industrial relations (IR) is the study of the relationships between employers and employees, and the systems and procedures that govern those relationships. It also includes the interactions between employers, employees, and other institutions, such as governments and associations. IR systems vary from country to country, and are based on the national historical, economic, and political context. Social dialogue is a key part of IR and is used for communication, information sharing, conflict prevention and resolution, and helping to overcome work-related challenges.

Objectives of Industrial Relations

Industrial relations hold a high significance in the context of human resource management about addressing the industrial disputes in an organization. The various other goals of carrying out such practices are as follows:

- **Handling Grievance:** Industrial relations aim to maintain a cordial relationship between the management and the employees by setting up a mechanism to address the grievances of both parties.
- **Mental Revolution:** It emphasizes on transforming the way of thinking of both the management and the workers. The employer must value the worker's contribution towards the organization and the employees must respect the authority of the management.
- **Employees' Rights Protection:** Under industrial relations, various acts and associations were formed to safeguard the rights and interests of the employees.

- **Contract Interpretation:** Industrial relations emphasizes on providing proper training to the supervisors and the managers on the labour law contracts to clarify any misunderstanding.
- **Boosting Morale:** Industrial relations emphasize on building employee's confidence and boosting their morale to perform better than before.
- **Collective Bargaining:** The worker's representative and the management put up their proposals in front of each other and negotiate over the same to reach a mutual decision written in a collective bargaining agreement.
- **Increasing Productivity:** Industrial relations aims at improving the efficiency and productivity of the organization by ensuring employees' long-term retention.

SWOT analysis with the help of an example

15 SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. These words make up the SWOT acronym.

The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. To do this, SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

Businesses commonly use SWOT analysis, but it is also used by nonprofit organizations and, to a lesser degree, individuals for personal assessment. SWOT is also used to assess initiatives, products or projects.

As an example, CIOs could use SWOT to help create a strategic business planning template or perform a competitive analysis.

The SWOT framework is credited to Albert Humphrey, who tested the approach in the 1960s and 1970s at the Stanford Research Institute. SWOT analysis was originally developed for business and based on data from Fortune 500 companies. It has been adopted by organizations of all types as a brainstorming aid to making business decisions.

SWOT Analysis Example

One of the most popular ways to create a SWOT analysis is through a SWOT matrix—a visual representation of strengths, weaknesses, opportunities, and threats. The matrix comprises four separate squares that create one larger square.

A SWOT matrix is great for collecting information and documenting the questions and decision-making process. Not only will it be handy to reference later on, but it's also great for visualizing any patterns that arise.

Check out the SWOT matrix below for a simple example. Each of the quadrants lists out the company's strengths, weaknesses, opportunities, and threats.

Characteristics of Management:
Management is an activity concerned with guiding human and physical
that organizational goals can be achieved.

SWOT analysis example

Strengths

- What do we do well?
- What's unique about our organization?

Customer service:
Our customer service is world-class compared to our competitors seeing as we have an NPS score of 90.

Weaknesses

- What could be improved?
- What resources could improve our performance?

E-commerce visibility:
Our website visibility is low due to our lack of marketing budget, [with transactions continuing to decrease.]

Opportunities

- Are there market gaps in our services?
- What are our goals this year?

Marketing campaign:
In order to improve e-commerce visibility, we'll run ads on Youtube, Facebook, and Instagram.

Threats

- Are there industry changes?
- What new market trends are on the horizon?

what are the new threats? or arising

New competitor:
With a new e-commerce competitor set to launch within the next month, we could see a decline in customers.

Characteristics of Management

Management is an activity concerned with guiding human and physical resources such that organizational goals can be achieved. Nature of management ...

Law of Demand

The law of demand is one of the most fundamental concepts in economics. Alongside the law of supply, it explains how market economies allocate resources and determine the prices of goods and services. The law of demand states that the quantity purchased varies inversely with price. In other words, the higher the price, the lower the quantity demanded. This occurs because of diminishing marginal utility. That is, consumers use the first units of an economic good they purchase to serve their most urgent needs first, then they use each additional unit of the good to serve successively lower-valued ends.

Economics involves the study of how people use limited means to satisfy unlimited wants. The law of demand focuses on those unlimited wants. Naturally, people prioritize more urgent wants and needs over less urgent ones in their economic behavior, and this carries over into how people choose among the limited means available to them.

For any economic good, the first unit of that good that a consumer gets their hands on will tend to be used to satisfy the most urgent need the consumer has that that good can satisfy.

Law of Supply

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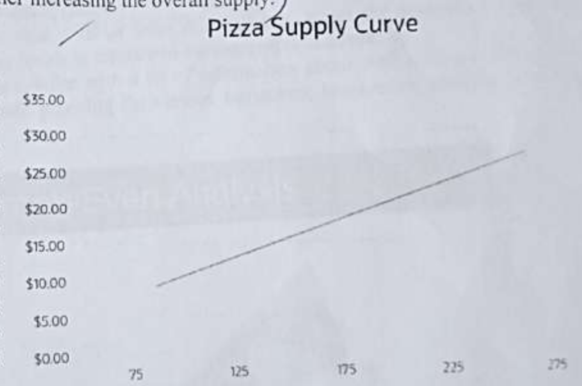
The law of supply is a basic economic concept. It states that an increase in the price of goods or services results in an increase in their supply. Supply is defined as the quantity of goods or services that suppliers are willing and able to provide to customers. The law works like this: Rising prices mean that products become more profitable, assuming other factors such as production costs remain constant. The prospect of higher profits therefore motivates businesses to supply more of these products. Existing suppliers may increase the supply of more profitable products at the expense of less profitable ones. In addition, new suppliers may enter the market, further increasing the overall supply.

As prices and output continue to increase, the supplier eventually reaches the maximum quantity that it can provide with its existing equipment — it can't make any more pizzas because its ovens are already full at all times. The pizzeria may then decide to invest in an additional pizza oven to increase its supply. Meanwhile, other entrepreneurs establish new pizzerias because the higher prices justify the startup costs. This further increases the market supply.



Factors that affect supply

The seven main **factors of supply** are:

- **Price of the product**: The main factor that influences supply
- **Price of related goods**: The price of other goods that sellers could produce
- **Cost of production**: The price of inputs used to produce a good
- **Technology**: The level of technology used in production
- **Number of sellers**: The number of sellers in a market
- **Government policies**: The amount of government regulation, subsidies, or taxes in a market
- **Expectations**: The expectations among producers of future prices

These factors affect the willingness and ability of producers to supply goods and services at various price levels, causing shifts in the supply curve.

Exceptions to law of supply

The law of supply states that sellers are willing to sell more goods at a higher price. However, there are some exceptions to this law, including:

Characteristics of Management
Management is an activity concerned with guiding human
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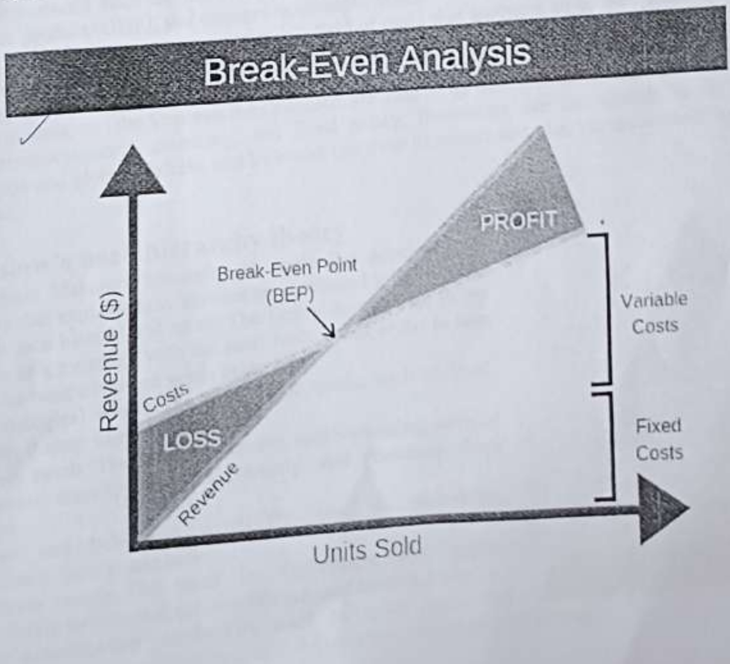
- **Perishable goods**: Sellers may sell perishable goods at a low price because they can't wait for prices to increase. In fact, the supply of perishable goods may increase even if the price decreases.
- **Rare or limited goods**: The supply of rare or limited goods cannot be increased even if the price increases. For example, handmade art is difficult to reproduce.
- **Competition**: Sellers may sell goods in large quantities at low prices when there is high competition.
- **Out of fashion goods**: Sellers may sell out of fashion goods at low prices.
- **Agricultural products**: The supply of agricultural products is governed by natural factors, not the law of supply.
- **Expectation of future price rise**: Sellers may create artificial scarcity to expect a future price increase.
- **Supply of labor**: After a certain point, more wage does not increase labor supply.

Break-even Analysis

15 A break-even analysis is a financial method for evaluating when a business, a new service, or a product will become profitable.
To put it another way, it's a financial formula that determines how many things or services a business should sell or offer to pay its costs (particularly fixed costs).
Break-even analysis is the process of calculating and evaluating an entity's margin of safety based on collected revenues and corresponding costs. To put it another way, the research demonstrates how many sales are required to cover the cost of doing business.
The break-even analysis establishes what level of sales is required to cover the company's total fixed expenses by analyzing various pricing levels in relation to various levels of demand.
A demand-side study would provide a seller with a lot of information about their selling ability. From stock and options trading to corporate planning for various initiatives, break-even analysis is widely utilized.



Characteristics of Management

Management is an activity concerned with guiding human and physical resources such that organizational goals can be achieved. Nature of management can be highlighted as: -

1. **Management is Goal-Oriented:** The success of its achievement of the predet activity. It i

Advantages

- It provides a measurement of profit and losses at different levels of production and sales.
- It predicts the effect of changes in sales prices.
- It analyzes the relationship between fixed and variable costs.
- It predicts the effect of **cost** and efficiency changes on profitability.

Disadvantages

- It assumes that sales prices are constant at all levels of output.
- It assumes production and sales are the same.
- It may be time-consuming.
- It can only apply to a single product or a single mix of products.

Micro Economics

Microeconomics is the study of how individuals, households, and businesses make decisions and allocate resources in an economy. It's one of the two main pillars of economics, along with macroeconomics, which studies the economy as a whole.

Microeconomics is concerned with the small-scale, or micro, level of decision-making. It can help explain how people make purchases, how they try to maximize their utility, and how they respond to restrictions. It can also help explain how businesses decide what to produce, how much to produce, and what inputs to use.

Microeconomics can be applied to many areas, including: trade, industrial organization and market structure, labor economics, public finance, and welfare economics.

Macro Economics

Macroeconomics is a branch of economics that studies the behavior of an overall economy, which encompasses markets, businesses, consumers, and governments. Macroeconomics examines economy-wide phenomena such as inflation, price levels, rate of economic growth, national income, gross domestic product (GDP), and changes in unemployment.

As the term implies, macroeconomics is a field of study that analyzes an economy through a wide lens. This includes looking at variables like unemployment, GDP, and inflation. In addition, macroeconomists develop models explaining the relationships between these factors.

These models, and the forecasts they produce, are used by government entities to aid in constructing and evaluating economic, monetary, and fiscal policy. Businesses use the models to set strategies in domestic and global markets, and investors use them to predict and plan for movements in various asset classes.

Maslow's need hierarchy theory

Abraham Maslow's hierarchy of needs is a psychological theory that explains how humans are motivated to fulfill their needs in a hierarchical order. The theory is presented in the shape of a pyramid, with the most basic needs at the bottom and the most advanced needs at the top:

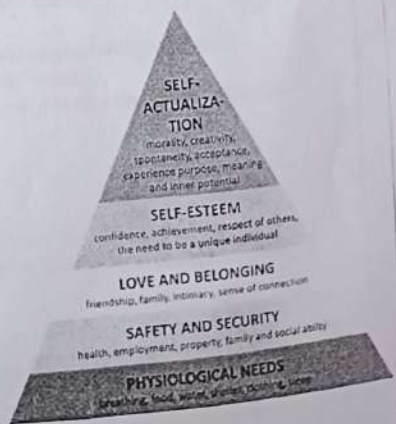
Physiological needs: The most basic needs, such as food, water, shelter, warmth, and health

Safety needs: The need for security and well-being, such as personal security, financial security, and protection from harm

Love and belonging needs: The need for friendship, intimacy, family, and love

Esteem needs: The need for self-esteem and respect, including self-respect, self-confidence, and independence

Self-actualization needs: The need to reach one's full potential, including education, skill development, and caring for others.



Characteristics of Management

Management is an activity concerned with guiding human and physical resources such that organizational goals can be achieved. Nature of management can be highlighted as: -

1. **Management is Goal-Oriented:** The success of any management activity is assessed by its achievement of the predetermined goals or objective. Management is a purposeful activity. It is a tool which helps use of human & physical resources to fulfill the pre-determined goals. For example, the goal of an enterprise is maximum consumer satisfaction by producing quality goods and at reasonable prices. This can be achieved by employing efficient persons and making better use of scarce resources.

[redacted]

2. **Management integrates Human, Physical and Financial Resources:** In an organization, human beings work with non-human resources like machines. Materials, financial assets, buildings etc. Management integrates human efforts to those resources. It brings harmony among the human, physical and financial resources.
3. **Management is Continuous:** Management is an ongoing process. It involves continuous handling of problems and issues. It is concerned with identifying the problem and taking appropriate steps to solve it. E.g. the target of a company is maximum production. For achieving this target various policies have to be framed but this is not the end. Marketing and Advertising is also to be done. For this policies have to be again framed. Hence this is an ongoing process.
4. **Management is all Pervasive:** Management is required in all types of organizations whether it is political, social, cultural or business because it helps and directs various efforts towards a definite purpose. Thus clubs, hospitals, political parties, colleges, hospitals, business firms all require management. When ever more than one person is engaged in working for a common goal, management is necessary. Whether it is a small business firm which may be engaged in trading or a large firm like Tata Iron & Steel, management is required everywhere irrespective of size or type of activity.
5. **Management is a Group Activity:** Management is very much less concerned with individual"s efforts. It is more concerned with groups. It involves the use of group effort to achieve predetermined goal of management of ABC & Co. is good refers to a group of persons managing the enterprise.

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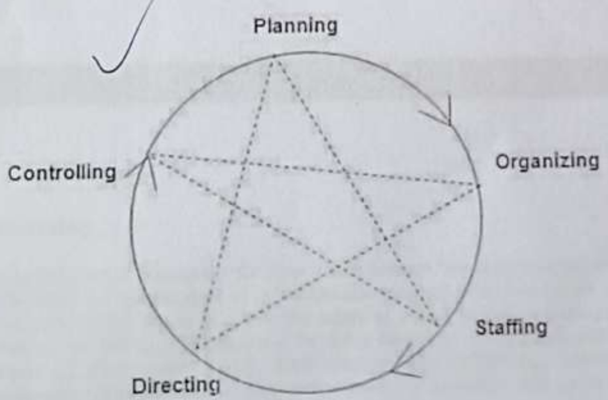
FUNCTIONS OF MANAGEMENT

According to Henry Fayol, "To manage is to forecast and plan, to organize, to command, & to control". Whereas Luther Gullick has given a keyword "POSDCORB" where P stands for Planning, O for Organizing, S for Staffing, D for Directing, Co for Co-ordination, R for reporting & B for Budgeting. But the most widely accepted are functions of management given by KOONTZ and O"DONNEL i.e. Planning, Organizing, Staffing, Directing and Controlling.



[redacted]

1. Planning

It is the basic function of management. It deals with chalking out a future course of action & deciding in advance the most appropriate course of actions for achievement of pre-determined goals. According to KOONTZ, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be". A plan is a future course of actions. It is an exercise in problem solving & decision making. Planning is determination of courses of action to achieve desired goals. Thus, planning is a systematic thinking about ways & means for accomplishment of pre-determined goals. Planning is necessary to ensure proper utilization of human & non-human resources. It is all pervasive, it is an intellectual activity and it also helps in avoiding confusion, uncertainties, risks, wastages etc.

2. Organizing

It is a method of deciding that how the course of actions will take place in order to achieve the predeter-mined goals.

It is the process of bringing together physical, financial and human resources and developing productive relationship amongst them for achievement of organizational goals. According to Henry Fayol, "To organize a business is to provide it with everything useful or its functioning i.e. raw material, tools, capital and personnel"s". To organize a business involves determining & providing human and non-human resources to the organizational structure. Organizing as a process involves:

- Identification of activities.
- Classification of grouping of activities.
- Assignment of duties.
- Delegation of authority and creation of responsibility.
- Coordinating authority and responsibility relationships.

3. Staffing

It is the function of manning the organization structure and keeping it manned. Staffing has assumed greater importance in the recent years due to advancement of technology, increase in size of business, complexity of human behavior etc. The main purpose o staffing is to put right man on right job i.e. square pegs in square holes and round pegs in round holes. According to Kootz & O"Donell, "Managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal & development of personnel to fill the roles designed un the structure". Staffing involves:

- Manpower Planning (estimating man power in terms of searching, choose the person and giving the right place).
- Recruitment, Selection & Placement.
- Training & Development.
- Remuneration.
- Performance Appraisal.
- Promotions & Transfer.

4. Directing

It is that part of managerial function which actuates the organizational methods to work efficiently for achievement of organizational purposes. It is considered life-spark of the enterprise which sets it in motion the action of people because planning, organizing and staffing are the mere preparations for doing the work. Direction is that inert-personnel aspect of management which deals directly with influencing, guiding, supervising, motivating sub-ordinate for the achievement of organizational goals. Direction has following elements:

- Supervision
- Motivation
- Leadership
- Communication

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- Leadership
- Communication

Supervision- implies overseeing the work of subordinates by their superiors. It is the act of watching & directing work & workers.

Motivation- means inspiring, stimulating or encouraging the sub-ordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose.

Leadership- may be defined as a process by which manager guides and influences the work of subordinates in desired direction.

Communications- is the process of passing information, experience, opinion etc from one person to another. It is a bridge of understanding.

5. Controlling

It implies measurement of accomplishment against the standards and correction of deviation if any to ensure achievement of organizational goals. The purpose of controlling is to ensure that everything occurs in conformities with the standards. An efficient system of control helps to predict deviations before they actually occur. According to Theo Haimann, "Controlling is the process of checking whether or not proper progress is being made towards the objectives and goals and acting if necessary, to correct any deviation". According to Koontz & O"Donell "Controlling is the measurement & correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desired to obtain them as being accomplished". Therefore controlling has following steps:

a) Establishment of standard performance.
b) Measurement of actual performance.
c) Comparison of actual performance with the standards and finding out deviation if any.
d) Corrective action.

MATERIALS MANAGEMENT

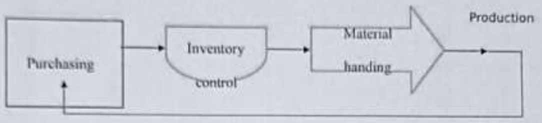
Definition of Materials: Materials refer to inputs into the production process, most of which are embodied in the finished goods being manufactured. It may be raw materials, work-in-progress, finished goods, spare parts and components, operating supplies such as lubricating oil, cleaning materials, and others, required for maintenance and repairs.

Definition on Material Management: Material management deals with controlling and regulating the flow of materials in relation to changes in variables like demand, prices, availability, quality, delivery schedules etc.

from planning – materials receiving
the whole process – materials management

Objects of materials management

1. Minimization of materials cost s
2. To reduce inventory for use in production process and to develop high inventory turnover ratios.
3. To procure materials of desired quality when required, at lowest possible overall cost of the country.
4. To reduce paper work procedure in order to minimize delays in procuring materials.
5. To note changes in market conditions and other factors affecting the concern.



6. The purchase, receive, transport, store materials efficiently
7. To reduce cost, through simplification, standardization, value analysis etc.
8. To conduct studies in new areas e.g., equality consumption and cost of materials so as to minimize cost of product

Function of Materials Management:

15

1. Materials planning and programming
2. Purchasing materials ~~inspection of materials~~
3. Inspection of Materials
4. Classification, codification and standardization in stores
5. Storage of materials
6. Issuing of materials
7. Maintence of proper inventory records
8. Materials receiving

Inventory: It defined as a comprehensive list of movable items which are required for manufacturing the products and to maintain the plant facilities in working conditions.

to supply a service

Inventory Control: The systematic location, storage and recording of goods in such a way the desired degree of service can be made to the operating shops at minimum ultimate cost.

Objectives of Inventory Control:

1. To support the production departments with materials of the right quality in the right quantity, at the right time and the right price, and from the right supplier
2. To minimize investments in the materials by ensuring economies of storage and ordering costs

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Objectives of Inventory Control:

1. To support the production departments with materials of the right quality in the right quantity, at the right time and the right price, and from the right supplier
2. To minimize investments in the materials by ensuring economies of storage and ordering costs
3. To avoid accumulation of work in process
4. To ensure economy of costs by processing economic order quantities
5. To maintain adequate inventories at the required sales outlets to meet the market needs promptly, thus avoiding both excessive stocks or shortages at any given time
6. To contribute directly to the overall profitability of the enterprise

Functions of inventory control:

To develop policies, plans and standards essential to achieve the objectives

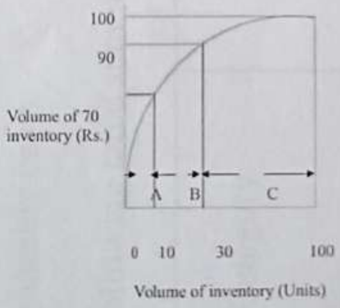
To build up a logical and workable plan of organization for doing the job satisfactory

To develop procedure and methods that will produce the desired results economically

To provide the necessary physical facilities

To maintain overall control by checking results and taking corrective actions.

ABC Analysis: ABC analysis is a technique of controlling inventories based on their value and quantities. It is more remembered as an analysis for „Always Better Control" of inventory. Here all items of the inventory are listed in the order of descending values, showing quantity held and their corresponding value. Then, the inventory is divided into three categories A, B and C based on their respective values.



A – Refers to high value item

B – Refers to medium value item C
– Refers to low value item

A category comprises of inventory, which is very costly and valuable. Normally 70% of the funds are tied up in such costly stocks, which would be around 10% of the total volume of stocks. Because the stocks in this category are very costly, these require strict monitoring on a day-to-day basis.

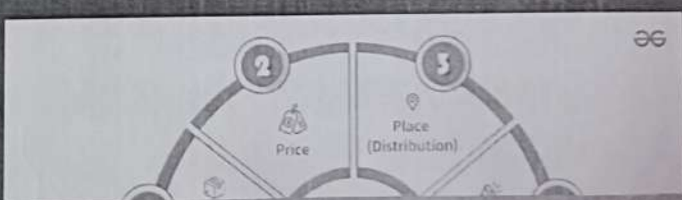
B category comprises of inventory, which is less costly. Twenty percent of the funds are tied up in such stocks and these accounts for over 20% of the volume of stocks. These items require monitoring on a weekly or fortnightly basis.

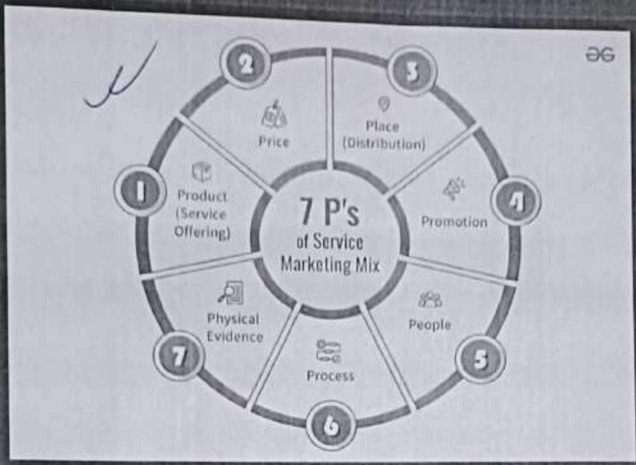
15

What is the Service Marketing Mix?

mix

Service Marketing is a type of marketing that focuses on promoting and selling services instead of physical goods. It uses specific strategies to increase demand, highlight the benefits, and provide excellent customer service experiences. This kind of marketing puts a strong emphasis on understanding customer needs, providing customized services, ensuring customer satisfaction, and keeping customers engaged to build loyalty and encourage repeat business. The main goal is to make customers feel valued and give them a positive and unforgettable experience that sets the business apart from its competitors.





Key Takeaways:

- The service marketing mix offers a comprehensive framework for businesses to consider all aspects of marketing their services.
- Services are inherently customer-centric, involving direct interactions between service providers and customers.
- Effectively utilizing the service marketing mi[illegible]ws businesses

7 P's of Service Marketing Mix

The 7 P's of service marketing mix is an extension of the traditional 4 P's (Product, Price, Place, and Promotion) specifically tailored for service marketing. These additional three P's focus on the unique aspects of services, which are intangible, perishable, variable, and inseparable from their providers. Each of them is explained below,

1. Product (Service Offering)

Product includes the core service or offering that the business provides to its customers. It encompasses both tangible and intangible aspects of the service, such as features, benefits, quality, branding, and customization options.

Example: A software company offering a cloud-based project management tool. Features include task management, file sharing, team collaboration, and customizable project dashboards.

2. Price

2. Price

Price refers to the amount customers are charged for the service. Pricing strategies in services marketing may involve considerations, such as value-based pricing, dynamic pricing, bundling, or subscription models.

Example: A streaming service offering different subscription tiers, such as basic, standard, and premium, with corresponding prices based on the level of access, streaming quality, and number of simultaneous streams allowed.

3. Place (Distribution)

In services marketing, place refers to the channels through which the service is delivered to customers. This includes physical locations, online platforms, distribution partners, and any other touchpoints where customers interact with the service.

Example: A food delivery service using a mobile app and web to connect

Example: A food delivery service using a mobile app and website to connect customers with local restaurants. Customers can place orders online, and the service coordinates delivery through its network of drivers

4. Promotion

Promotion involves all the activities used to communicate the value of the service to the target audience and persuade them to purchase or use it. Promotion strategies in services marketing may include advertising, public relations, personal selling, sales promotions, and digital marketing tactics.

all activities to promote a service of a business to achieve a target audience

Example: A hotel chain running a targeted digital advertising campaign promoting special vacation packages for families during the holiday season. The campaign includes display ads, social media posts, and email newsletters.

5. People

When we talk about "People" in service marketing, we're hig... ...ting how

5. People

When we talk about "People" in service marketing, we're highlighting how important the workers are in providing the service. This includes everyone from the folks you see up front helping you, like waiters or cashiers, to the managers making sure things run smoothly behind the scenes, and even the support staff helping out in different ways. Basically, how you feel about the service often depends on how friendly, skilled, and helpful these people are.

Example: A luxury spa resort prides itself on hiring highly trained and friendly staff. The spa therapists, concierge, and other employees are attentive to guests' needs, providing personalized recommendations and ensuring a relaxing experience.

6. Process

Refers to the procedures, systems, and workflows involved in delivering the service. A well-defined and e[illegible]ent service process

6. Process

Refers to the procedures, systems, and workflows involved in delivering the service. A well-defined and efficient service process is crucial for ensuring consistency, quality, and customer satisfaction. Process design may involve aspects such as service blueprinting, automation, standardization, and continuous improvement efforts.

Example: An online retailer has a streamlined order fulfillment process. Customers can easily browse products, add items to their cart, and complete the checkout process within a few clicks. The retailer offers multiple payment options and provides order tracking updates to keep customers informed.

7. Physical Evidence

"Physical Evidence" means the stuff you can see, touch, or notice when you're using a service. It's like the things around you that give you an idea of what the service is like. For example, wh[illegible]ou walk into a

7. Physical Evidence

"Physical Evidence" means the stuff you can see, touch, or notice when you're using a service. It's like the things around you that give you an idea of what the service is like. For example, when you walk into a restaurant, you might notice how clean and comfy it looks, or you might see the menus and signs they have. All these things—like the decorations, furniture, signs, and even the uniforms people wear—help you decide if the service is good or not.

consists

Example: A car rental company maintains a fleet of modern vehicles, all cleaned and well-maintained. The rental locations are equipped with clear signage, comfortable waiting areas, and professional staff uniforms, creating a positive impression for customers.

The skill of standing out online is needed more than ever in today's digital world. Whether to become a young marketer or grow one's brand, it is most important to