

1. How will you define manager and management?

A **manager** is an individual responsible for coordinating and overseeing the work of others to achieve organizational goals. Managers ensure that tasks are completed efficiently and effectively by guiding employees, making strategic decisions, and managing resources.

Management is the process of planning, organizing, leading, and controlling resources to accomplish specific objectives. It involves setting goals, creating strategies, coordinating tasks, and monitoring performance to ensure efficiency and effectiveness in achieving business success.

In summary, a manager is a person who performs management functions, while management is the systematic approach to achieving organizational goals

2. What are the different levels of management? Briefly highlight skills and level of management?

Levels of Management

Management has three main levels:

1. **Top-Level Management:**
 - Includes executives like CEOs and directors.
 - Makes big decisions and sets company goals.
2. **Middle-Level Management:**
 - Includes department and branch managers.
 - Implements plans and connects top and lower management.
3. **First-Line Management:**
 - Includes supervisors and team leaders.
 - Manages daily tasks and oversees employees.

Skills at Different Levels

1. **Technical Skills:** Needed for specific tasks (important for lower managers).
2. **Human Skills:** Needed for teamwork and communication (important for all managers).
3. **Conceptual Skills:** Needed for planning and decision-making (important for top managers)

3. How will you manage competitive advantage of a firm?

Competitive advantage is what makes a company better than its competitors, helping it attract more customers and earn higher profits.

A firm can maintain a competitive advantage by focusing on:

1. **Cost Competitiveness:**
 - Keep costs low while maintaining quality.
 - Reduce waste and improve efficiency.
2. **Quality:**
 - Ensure high product/service standards.
 - Focus on reliability, durability, and customer satisfaction.
3. **Speed:**
 - Deliver products/services faster than competitors.
 - Quickly respond to market changes and customer needs.
4. **Innovation:**
 - Develop new and improved products or services.
 - Adapt to changing customer demands and market trends.

4. How will you differentiate between effectiveness and efficiency?

- **Effectiveness** means achieving the desired goal or result. It focuses on *what* is done.
 - Example: Completing a project on time.
- **Efficiency** means using resources wisely with minimum waste. It focuses on *how* things are done.
 - Example: Completing a project using fewer resources.

👉 **Simple Difference between** Effectiveness is about success, while efficiency is about smart resource use

In short, **effectiveness** is about achieving the goal, while **efficiency** is about doing so with minimal effort and resources. Ideally, you want to be both effective (reach the goal) and efficient (use minimal resources).

In summary, **effectiveness** is about achieving the goal, while **efficiency** is about achieving that goal with minimal costs or effort. Ideally, a company should strive to be both effective and efficient.

5. What are the different functions of management?

Management has four main functions:

1. **Planning:**

- Setting goals and deciding how to achieve them.
- Example: A company creates a strategy to increase sales by 20% in a year.

2. **Organizing:**

- Arranging resources and tasks to meet goals.
- Example: A business assigns employees to different departments based on their skills.

3. **Leading:**

- Motivating and guiding employees to work effectively.
- Example: A manager inspires the sales team to improve customer service.

4. **Controlling:**

- Monitoring performance and making adjustments if needed.
- Example: A factory manager checks if enough products are made on time.

These functions help businesses run smoothly and achieve success

6. How will you define productivity? What is the importance of measuring productivity?

What is Productivity?

Productivity means how well a business uses its resources (like workers, time, and materials) to produce goods or services. It is calculated as:

Productivity= Output/Input

For example, if a bakery makes 100 cakes using 10 workers, productivity is 10 cakes per worker.

Why is Measuring Productivity Important?

1. **Saves Money:** Helps businesses reduce waste and lower costs.
2. **Increases Profits:** More output means higher earnings.
3. **Better Than Competitors:** A productive company can offer lower prices and better quality.
4. **Helps Improve Work:** Managers can find weak areas and make things better.
5. **Supports Economic Growth:** When businesses produce more, they create more jobs and help the economy grow

7. What are the factors that affect productivity?

- **Management:** Clear processes and rewards help productivity, but layoffs can cause stress.
- **Methods:** Improving processes and measuring quality affect productivity.
- **Technology and Resources:** The internet helps, but lack of skills and viruses slow productivity.
- **Quality:** Better quality leads to more productivity, but quality differences can confuse results.
- **Human Resources:** New workers are slower, and high turnover hurts productivity.
- **Workspace Design:** A tidy workspace makes work easier and faster.

8. How will you improve productivity?

1. **Develop productivity measures** to track progress.
2. **Identify bottleneck operations** that slow down work.
3. **Create methods for improvement**, like better workflows or tools.
4. **Set clear, achievable goals** for productivity.
5. **Get management support** to ensure resources and attention.
6. **Measure and share improvements** to keep everyone motivated and on track.

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Managing for Competitive Advantage:

1. **Cost Competitiveness:** Keeping costs low to attract customers and make profits.
2. **Quality:** Ensuring products are reliable, attractive, and durable.
3. **Speed:** Being fast to stay ahead in competition.
4. **Innovation:** Introducing new products to meet changing customer needs.

Managerial Roles and Skills:

1. **Interpersonal Roles** – Involve people and symbolic duties (e.g., figurehead, leader, liaison).

2. **Informational Roles** – Handling and sharing information (e.g., monitor, disseminator, spokesperson).
3. **Decisional Roles** – Making decisions and solving problems (e.g., entrepreneur, negotiator, resource allocator).