The other steps which Nisha has to perform to complete the process of selection are: staffing one -

i - Selection: Selection refers to the process of discovering and choosing the most suitable and promising candidate to fill the vacant posts and rejecting the unsuitable ones. Selection is a negative process because at every stage many people are eliminated from the process and a few move on to the next stage until the right type of person is found.

ii - Placement and Orientation: The selected employees have to be placed at the right jobs. Placement refers to occupying a position by the employees for which they had been selected. Orientation refers to the process of introducing the selected employees to other employees and familiarising them with the rules and policies of the organisation.
Training and Development

Training is the process by which aptitudes, skills, and knowledge of employees to perform specific jobs are improved. The management has to organise training programmes for employees for the purpose of enrichment of skills required to perform the job. Training can be organised through in-house training centres or forged alliances with foreign institutes to ensure continuing learning of employees.

Development is the process by which employees acquire skills and competencies to handle higher jobs in future. The organisation should put in considerable effort to organise training and development programmes for the staff.
V. Performance Appraisal - The next step is to evaluate employee needs and basic physical and emotional needs to improve their skills and satisfy them.

VI. Career Planning - Career planning includes activities related to planning and training of employees with career planning which includes all activities related to planning and training of employees.

VII. Performance Appraisal - Through performance appraisal, employee's performance is evaluated and formal and informal means of evaluating their employ are performed. Every organization has some formal and informal means of appraising performance and providing feedback. Defining the job, appraising performance and providing career planning and performance feedback involved. Performance appraisal is an important part of employee evaluation.

VIII. Performance Appraisal - The next step is to evaluate employee needs and basic physical and emotional needs to improve their skills and satisfy them.
Compensation - The last step is to fix up the compensation of an employee to match his contribution to the organisation with his remuneration. Compensation includes all forms of pay and rewards given to employees. It may be in the form of direct financial payments like wages, salaries, bonus or indirect payments like employer's paid insurance and paid leaves.
Develops managerial talent for future. Decentralization.

Develops managerial talent. For future.

Develops managed talent for future. Decentralization.

Develops managed talent. For future.

Judgment. For future. They learn to depend on their own judgment. Decentralization. Lower managed levels are given freedom to take confidence in them. This is so because they gain confidence among superiors. By forming self-esteem and being an opinion. Policy—decentralization. Develops independence among superiors. Decentralization.

The give importance of decentralization.
It also helps in identifying those who may not be successful in assuming greater responsibility. It thus provides a basis of management education and serves as an opportunity to qualified manpower to show their talents in job performance.

Quick decision making - Decentralisation facilitates quicker decision making as there is no requirement to take approval from many levels in order to take a decision. Also, the decision are taken by the areas which are nearest to the point of execution. The burden of managerial decision does not lie in the hands of few individuals but gets divided among various levels which helps them to take better and quick decision.
iv- Decentralisation gives much-needed relief to the top management as by passing the drudgery of decision making power to lower managerial levels, top-level managers get more time to concentrate on the strategic areas of importance and formulating policies for future growth and development of the organisation.

v- Better Control — Decentralisation enables better control over all the activities of the organisation by evaluating performance at each level and by making the departments and various managerial levels individually accountable for their outcome.

DECENTRALISATION IMPLIES DELEGATION OF AUTHORITY TO THE LOWEST LEVEL OF MANAGEMENT !!!
This principle is applied to all kinds of activities.

The main objective of this principle is to produce more and better results with the same effort.

According to this principle, work should be divided into small tasks, jobs, and each task should be performed by trained specialists who are well-versed in their jobs.

Henry Fayol - 44 is a general principle of management given by division of work.

OR - Division of work
We have created separate departments for our organisation—Production, Marketing, Finance, HR—each having specialised persons who can collectively achieve production and sales targets of the company.

**USE OF DIVISION OF WORK**

- Authority and Responsibility

  This is a general principle of management given by Henri Fayol.

Authority refers to the right to command others and take action within the scope of one's position.
At the same time, the manager must be given the necessary authority to carry out his responsibilities.

Of managerial power, the organisation should build safeguards against abuse. Misuse of power, making him arrogant and there is a fear of giving authority without assuming responsibility.

Similarly, giving authority without assuming responsibility, executive less interested in performing his duties. More responsibility in an organisation, positions in an organisation and authority and responsibility in our job.

This principle advocates that there should be a balance of time, time, and time. Responsibility means obligation to complete the assigned task on time.
The manager should be given the slight to punish a subordinate but only after sufficient opportunity has been given to him for presenting his case.

I'm giving you the responsibility of increasing sales by 10% for this month.

Boss.

But sir, I have no authority to increase sales. How can I appoint a new salesperson? How can I achieve the target?!!

Principle of Authority & Responsibility is violated here!!
It promotes efficient working of the organisation.

Prejudice.

Commitments towards one another with time can improve management and workers should have mutual trust.

Both management and workers should have mutual trust.

Penalties, from poor agreements and disputes are common. At all levels, clear and

At all levels, good supervision at all levels, clear and

working by the organisation which is necessary for proper

working by the organisation which is necessary for proper

employment agreement by both the management

Silence is the absence of organisation. Silence can

If silence is the absence of organisation. Silence can

Hierarchic. Equal:

Hierarchic. Equal: This is a general principle of management given by

(c) Discipline.
Without any chaos and hustle-bustle.

- It results in stability in the organisation by making the employees responsible and well-behaved.

- Rewards should be given to those employees who are always found disciplined and punishment to those who are found misbehaved.

Cigarette smoking is strictly prohibited!!

VIOLATION OF DISCIPLINE ON PART OF WORKER.
VIOLATION OF DISCIPLINE ON PART OF MANAGER.

Yes, he is.

Manager.

He is not giving us promotions.

Boss is not giving us promotions.

No promotion for this year.
The decision that 'Pushpa' Ltd should take so that its customers are able to identify its products in the market is **branding**.

**Branding** refers to the process of giving a name, a sign, or a symbol to a product which helps in identifying and distinguishing it from the competitors' products.

**Branding** is the process that is used by a producer when he wants to market his product by a name other than its generic name.

Generic name refers to the name of whole class of the product.

**Ex.** Pen - Generic Name: Cell Buttonflow Pen - Brand Name.
Samsung phones
Samsung washing machine
Samsung washing TV

Samsung

Ex-extend brand to
Existing brand

Product under the same name.
Established brand names usually introduce new
same brand name. Many companies having a
helps in introducing new products under the

Ease in introduction of new products - Branding

By the producer, for his products.
This helps in securing a market for the producer.
Differentiating his products from that of its competitors.
Product differentiation - Branding helps a producer in

Benefits of Branding & Promotion Ltd.
Differential Pricing - Branding enables a producer to charge higher prices for his products than its competitors. Because if customers like a particular brand and become habitual of it, they do not mind paying a little higher price for it.

BRANDS

NIKE  APPLE

Benefits of Branding to Customers -

Product Identification - Branding helps the customers in identifying the products from various other products available in the market.
Customers always come first. Theytruly enjoy Slice’s quality. The quality of its products is superior because of the company’s commitment to manufacturing high-quality products. Customers can trust that the product is ready for delivery, ensuring a smooth and efficient experience.

Ex: Front Lines, Pantry, Nice, Woodland.
Promoted, which they will be approved and Standards of performance on the basis of the employees know how to advance the communication helps in improving employee motivation.

- Improved Employee Motivation

Standards are accomplished. That the deviations do not occur again and any and suggesting corrective actions. So by goals by bringing to light, development.

Communication helps the organization in accomplishment.

Achievement of Goals.

Communication. The function of management highlighted is...
Another method which are very co-ordinated with one another and organisational are guided by pre-determined
the employees and departments in the continuing process of coordination in action co-
Ensuring coordination in action-

Ensuring coordination in action-

In the light of such changes, developing standards and guiding them as in and out of the organisation and help in
keeping a close check on our achievements growing business and in the environment. Continuing helps in judging accurately of standards.
Judging accuracy of standards.
Ans: 20 - The five characteristics of Co-ord Co-ordination given are:

1. Integrates group efforts -

Co-ordination integrates group efforts by diversifying diverse interests into purposeful team activity, thereby ensuring that all people work in one direction to achieve organisation goals according to plans.

2. Ensures Unity of Action -

Co-ordination ensures unity of action by acting as a binding force between departments so that all actions are aimed at achieving the goals of the organisation.
Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.

Coordination is a deliberate function of every manager.
has to coordinate the efforts of different individuals in a conscious and deliberate manner.

Even when there is cooperation, coordination gives direction to that willing spirit.
Coordination without cooperation leads to disparities among employees.
Coordination without cooperation without coordination leads to wasted efforts.
<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Equity Shares</th>
<th>Earnings Per Share (EPS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>16,56,372</td>
<td></td>
</tr>
</tbody>
</table>

Earnings Before Tax (EBT):

<table>
<thead>
<tr>
<th>Amount</th>
<th>0.18</th>
<th>0.09</th>
<th>0.24</th>
<th>0.03</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,60,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,09,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,30,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Less: Interest on Debt @ 12% |

Earnings After Tax:

<table>
<thead>
<tr>
<th>Amount</th>
<th>5.0%</th>
<th>3.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,00,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8,00,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Earnings After Tax = Earnings Before Tax - Interest on Debt @ 12%

Total Capital Structure:

<table>
<thead>
<tr>
<th>Capital</th>
<th>Debt</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>300,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>100,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>70,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>100,000</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Am. 19 (g) - (1)
The company will be able to take advantage of Trading on Equity in Alternative (II) because in this case, EPS (Earning Per Share) of the equity shareholders is maximum, i.e., ₹37.1 approx.

(b) No, Earning Per Share not always rise with increase in debt. It will rise only when the Return on Investment of the Company is greater than Rate of Interest payable on Debt.

\[ \text{ROI} > \text{Cost of Debt} \rightarrow \text{Trading on Equity favourable} \]

In case, the earning \( \text{ROI} < \text{Cost of Debt} \), then Earning Per Share of shareholders will decline with further employment of debt in the capital structure. Trading on Equity is strictly unallowed here.
Product Cost

- Product Cost determines the minimum level (floor price) at which a product can be sold.
- Product Cost is the cost of manufacturing, distributing, and selling the product.
- It is essential that the price of the product must cover the cost of the product in the long run, along with a margin of profit over and above the cost.

There are three types of cost:

- Fixed Cost - do not vary with level of activity.
- Variable Cost - vary in direct proportion with level of activity.
- Semi-Variable Cost - vary in indirect proportion with the level of activity.

Product Cost = Fixed Cost + Variable Cost + Semi-Variable Cost
Manager: 

Price will be $2.50 per can. 

So, we are going to raise the price by $0.50. 

What are you working for?
In order to protect the interest of consumers from trading malpractices, the government fixes the price of some essential products. This is a monopoly in a particular product. The government and legal regulations ensure that the price is set in a way that does not lead to boost sales and attains a larger share in the market.

However, if the extent of competition is very high, then the price may be fixed at lower levels. The competition in the market will be healthy, and the consumers can benefit from lower prices. The firm faces no or little competition in fixing any price for its product.
To refund the price paid for the product and free from any defect.
To replace the defective product with a new one.
To remove the defect in product on delivery if in service.

Am J - The Eight Points available to the consumer. A change in the selection of goods may charge unreasonable prices.

To curb this, the government has capped and regulated.

(To be entered by board)
To pay adequate costs of the application.

- To pay punitive damages in appropriate circumstances.

- To pay punitive damages in appropriate circumstances.

The effect of a misleading advertisement.

To issue corrective advertisement to neuromatrix

To stop misunderstanding regarding practices and

The opposite party

The customer due to the negligence of

in case of any loss or injury suffered by

To pay a reasonable amount of compensation

Changes paid for the service
They use very usual means of growing funds.

They are issued at 7% discount and are redeemable after one year.

Workings: capital requirements.

At is also used to enable short-term seasonal financing.

At is on alternative to bank financing.

At is less interest than the market makes to raise funds for short-term period at lower.

At is issued by large and well established companies.

At is a short-term note, negotiable and transferable by endorsement (commercial paper).

Commercial paper is a short-term, negotiable promissory note for commercial purposes.
Any the next higher level need can motivate him.

A satisfied need can no longer motivate a person.

Human needs are in hierarchical order and priorities.

Maslow's Need Hierarchy: The only one.

The other three assumptions of Abraham Awon:

- Default on account of decision is minimal.
- Default is assessed and written off by the investor for a short duration of up to 2 years.
- All the instruments in money market are

- Commercial Paper is traded in Money Market.
Satisfaction – Know how very happy on his promotion.

Self – Recognition, needs.

Employee: needs by giving job, then, achievements, thanks to

Fees: Need above to factors such as recognition.

Satisfaction: He had struts and personality; and uso well.

Adaptation: The need for fun and being satisfied through

(b) The lower need is satisfied, otherwise not.
The four functions of business environment are:

- Capability of becoming -
  - To make management to become what one is.
  - Satisfy those needs by achieving the employee's fulfillment and achievement of goals. The organizational capabilities of becoming.

- Specific to the change to become what one is.
  - Specific to the highest level of need in the hierarchy.

- Capability of becoming -
  - Or now he had become what he was capable of becoming.
new competition in the market. Shifting in consumer preference of technological improvement, firms face a new set of challenges that keeps changing with time. In dynamic environments, businesses have to adapt quickly. Business firms must be aware of the political, economic, social, cultural, and technological factors (PESTLE) affecting their industry. Forces (competitors, customers, consumers, substitutes) specific and general forces in the industry influence both specific and general forces. Environments can change, and business firms must adapt to such changes as well. To consider all these things, a firm must be externally.
Since some of the proposed cash flows in maximum

<table>
<thead>
<tr>
<th>Year</th>
<th>Projects</th>
<th>To raise</th>
<th>From funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>5,000</td>
<td>10,000</td>
<td>3,000</td>
</tr>
<tr>
<td>1</td>
<td>3,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Net cash flows

Government loan: $200,000

Proposal: to analyze each project before selecting a

Cash - Receipts and cash payments should be

(i) Cash flow from the project - The series of

(b) The three factors affecting the decision are

1. Am. 73 - (g) - Shrewmen - Decision

2. Section 78

Changes and their impact with future uncertainty

It is difficult to predict future environmental

Uncertain - Business Environment is uncertain or
C(i) - Shoemnt Conten: Involved - The decision whether to select the one or the other or not involves a no of calculations.

Bass.

Employee.

Project II - ROR = 15%

Project I - ROR = 30%

C(ii) - Rate of Return of the Project - A company should select that investment proposal that offers a higher rate of return with the same amount of utility.

Please do not write your Roll Number on this Answer Book.
(To be entered by Board)
The two other functions of the same category belong to which the stated function.

Protective Function — to perform in order to investigate, control, investigate, and impose penalties for such practices as: prohibiting fraudulent and unfair trade practices, false pricing, making misleading advertisements, etc.

Prohibition of fraudulent and unfair trade practices.
The guidance of a master mechanic can be extremely helpful, especially in which a learner is kept under the job training method which is conducted in the field.

For some companies, learning to operate different equipment is a requirement to join the Veritable School.

The place to learn is to acquire the necessary knowledge and skills. It enables the learner to acquire the necessary knowledge and skills.

It is important to choose the right place of learning. Before joining a training program, it is based on the principle of choosing a suitable environment for the workplace job training method which is conducted away from the field.

For vehicle training, it is vehicle training.
among employees. Companies and policies must consider social interactions and contribute to a successful, inclusive environment.

I. Directed Organization

II. Managed Environment

Ex. 1. If given a plumbers' election
E1. Each in highly skilled jobs & plumbers' elected

4. If is used with the learning of those who seek to acquire higher level of skills.
5. If is based on principle of learning before doing, (9-10 yrs old)

Guide for a prescribed time period (9-10 yrs old):
This is so because the environment in which a planning may not work in a dynamic environment.

Key: the three limitations of planning function of

Leaders.

Leadership.

Authority.

Leaders.

- 0

Leaders.

Leadership.

Authority.

- Authority
determined by the executives. They are chosen undoubtedly, are not be

Managers. 

Managers.
III. How to Achieve It Again.

1. Not sure what a plan which has happened before.
   - Security and leads to failure because it is
   - Never successful and may cause or force sense
   - Never have a tendency to stick to procedures firmly and
   - Planning does not guarantee success. This is so because

   2. 

   - In theory, good test
   - If not, the target is reduced.
   - E.g., are we correctly reduced?
   - Creativity < 1
   - Try to exceed
   - Why is your model?
   - From there, get 10.
   - Thus, much of the creativity and talent involved
   - Have no right either to devote from plan or task action
   - and other decision makers. Only implement the plan. They
   - Top management. Lower hierarchy manages (middle managers)
   - Planning procedures. Mechanism - Planning is generally done by the

Planning proceeds by managers may then leverage and works...
Everything starts in communication nothing. A process based on the belief that, as opposed to control, time and bringing them to the notice of management development in communicating process which go beyond management daily management by exception means identifying only significant.

- Both can be there: emotion, message (written, semantic, personal).
- Unloved, unloved relationships (written, semantic, personal).
- Aims: close to harmony to efficient communication is.

- The function of personality is - reducing the cost of
  - The number is - Financial House.
  - Customer Support service.
  - Discount / Rebate (both can be there as assumption is not clear).
A.1. X: middle level managers: they have to cooperate with other departments for smooth functioning of the organization.

A.2. Authority flows downward through the organization.

A.3. Organizing is the process of identifying and grouping the tasks to be performed, defining and delegating authority and responsibility, and accomplishing objectives.

B.1. Supervisor to a subordinate.

B.2. Authority flows upward from subordinate level, i.e., from supervisor to superordinate.