

FAQ

Que.1. What is Direction?

Ans. Direction is an important managerial function of guiding, motivating, leading and supervising the subordinates to accomplish the objectives of the organization. It entails communicating with the subordinates, motivating them, and providing guidance so that they are able to perform their jobs effectively.

Que.2. What is the relevance of Direction as a component of administration?

Ans. Direction ensures timely realization of organizational objectives and effective and efficient management of human and material resources.

Que.3. What are the elements of Direction?

Ans. The directing function of management consists of four elements – Supervision, Motivation, Leadership and Communication.

Que.4. Enlist the principles of Direction.

Ans. The principles of direction are:
Effective two way communication between the super-ordinate and sub-ordinate;
Democratic and participatory style of functioning of leadership;
Unity of command ensuring instructions and orders from one super-ordinate only;
Harmony of goals that balances between employees' personal goals and organisational goals;
Direct supervision adds to the efficacy and quality of work;
Effective motivation for higher job satisfaction and productivity; and
Feedback mechanism

Que.5. Briefly highlight the qualities of an effective supervisor.

Ans. A supervisor must have a strong technical knowledge and skill base related to areas of operation so that he/she is able to guide properly. Also, he/she should possess managerial abilities including decision-making ability using participatory approach. He/she should be able to motivate and inspire the staff. The supervisor should have flair for innovation and creativity. He/she should have the ability to optimize available resources and ability to build amicable relations even during conflict situation.

Que.6. What is the relevance of communication in the organisational direction?

Ans. Communication is the crux of directing function of management. It forms the base of all elements of directing – leading, motivating, giving instructions, guidance, mentoring, appreciating, persuading, facilitating, networking, evaluating, resolving conflicts, counseling, and others.

Que.7. Delineate the importance of leadership in directing the organization?

Ans. Leadership is an important part of the directing function of management. The quality of leadership is directly linked to the performance of subordinates. Effective leadership can harmonise individual needs of employees with organisation goals. It inspires and sustains the spirit of cooperation and team work.

Que.8. What is Control? What are its ingredients?

Ans. Control means ‘conformity to plans’. It involves verification whether everything occurs in conformity with the plan adopted, the instructions issued and principles established. Ingredients of control are: establish of control standards; measurement of performance; comparison between performance and standards; determining reasons for deviation and correction of deviations.

Que.9. Why motivation is considered as, ‘the core of management’?

Ans. Motivation is taken as ‘the core of management’ because motivated employees contribute towards the achievement of organisational goals. Higher motivation leads to job satisfaction of the workers which reduces absenteeism, turnover and labour unrest. Motivation is an effective instrument in the hands of the management for inspiring the work force. Motivating subordinates or to create the will to work among them is the prime task of every manager.

Que.10. What is feedback?

Ans. In a common parlance, feedback is providing positive and/or negative aspects related to an action especially by the beneficiaries or participants or subordinates. It is a process in which the effect or output of an action is returned to modify the next action. It is a two way flow. Feedback is inherent to all the interactions.