

**Subject: Business Economics**

**Course: B.A., 6<sup>th</sup> Semester, Undergraduate.**

**Paper No: 651**

**Paper Title: Entrepreneurship and Family Business.**

**Unit No.: 2 (Two)**

**Title: Creative Issues and Idea Processing**

**Lecture No: 2 (Two)**

**Title: Creative & Organization - A Managerial Perspective**

**FAQs**

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**Q1. Explain Managerial responsibilities in a creative organization.**

**Ans:** The modern manager needs to get work done through people to be engaged with them, self-managing and sharing knowledge with workers, who are far shed tears from the “hired hands” of the industrial age. The role of today’s manager can be illustrated by four analogies. Today’s managers need to behave something like:

1. investors
2. customers
3. sports coaches
4. partners

Managers share *some* attributes with investors, customers, sports coaches and partners without being identical to any of them.

**Q-2. write a short note on different types of manager’s role.**

**1. Manager’s role as investor**

Managers allocate resources to obtain the best return, like investors. The effectiveness of is based on how well they use their resources. But managers differ from investors in two respects. First, knowledge workers want a say in what work they do, so any allocation needs to be negotiated, not decided unilaterally, as an investor would do with his or her money. Second, managers actively develop people, so they are not as arms-length from the people they manage as are investors.

**2. Manager’s role as customers**

As employees become more engaged in their changing status, from simply being an employee or hired hands to being more like self-employed as an entrepreneur business people who are supplying services to internal customers.

In this relationship, employees can be more proactive and able to identify the needs of managers. Indeed, shrewd employees might see needs that managers overlook. This interaction of business people involves two-way communication and negotiation, not one-way, top-down directing. Also, enterprising employees might devise new services to “sell” to their managers as a way of advancing their careers (building their business).

For example, whenever employees contribute ideas for process improvements to their bosses in the organization, they can be framed, condescendingly, as suggestion-box material or, more appropriately, as attempts by employees to sell their services to management. Employees who suggest a better way of managing some part of the business and offer to do it themselves can, in steps, transform their roles into something new. By thinking of themselves as operators of a business, and serving their bosses as customers, employees become more empowered to manage their own careers. When knowledge workers are in short supply and highly in demand, they have more power than their customer (the boss). Such employees can easily move to new customers and, being knowledgeable, they might offer more advice to their boss (customer) rather than the other way around in the organization.

### **3. Manager’s role as sports coaches**

Professional golfers have coaches and managers. The latter help them with their business matters, sponsorships and travel arrangements. However, this manager cannot fire the golfer; it is the other way around.

A sports manager is a facilitator, coordinator and advisor, with no power to direct or control the golfer. Modern business managers are moving in this direction, although they will always be able to fire the employees they manage. Still, when managing rare, expensive talent, they cannot fire them without carefully weighing the consequences. In any case, modern managers do more coaching and less directing, so they need to behave more like coaches than industrial-age managers.

### **4. Manager’s role as partners**

As the power of knowledge workers grows, they become more like partners than “hired hands.” Toyota and other smart companies forge partnerships with external suppliers. Employees are, similarly, internal suppliers and partners. Still, suppliers and employees can be fired, unlike real partners, who must agree on an appropriate severance.

### **Q3 what is idea processing?**

**Ans:** The process of creating and communicating ideas which are abstract and concrete or visual. The process includes the process of constructing through the idea, innovate the concept of process, developing the process, and bringing the concept to reality.

### **Q-4. what are Sources of business ideas?**

**Ans:** Good business ideas can be beneficial for organization. If anybody finds something good, one can enjoy and love doing, money will automatically flow.

Some important sources for business ideas could be consumers, government policies and priorities, distribution channel, promotional techniques in use, research and development and existing product and services.

- consumers
- Government policies
- research and development
- distribution channel
- existing products and services

**Q5 Consumers are main Sources of new ideas explain the statement-**

**Ans:**

- **Consumers:** choice of consumers about buying goods and services are influenced by internal like perception, memory, motive, attitude, personality and emotions as well as external factors like culture, demographics, religious, subculture, families and households. Consumer are consuming products or availing services of company so that their perception or attitude towards products and service give ideas to the company.

**Q6. How can organization get new ideas through Existing products and services?**

**Ans:**

**Existing products and services:** an organization can get new ideas through monitoring and evaluation of existing manufacturing products.

Some of common ways should develop and modify existing products and services.

1. Increasing mobility, easy access, ease in transportation and disposability.
2. Making them large/ small, lighter/heavier or faster/slower.
3. Introducing convenience through automation or technology up gradation.
4. Coming up with simple ways and means to repair, maintain, replace and clean.

**Q7 Write a note on distribution channel.**

**Ans.**

- **Distribution channel:** It is very important source of new ideas. People of distribution channel should be trained to get advantage of channel. Those people should also think about aspects such as the following.
  1. Brands and distribution channels that people like the most.
  2. Companies they buy from regularly.
  3. Media that are popular amongst the customers, such as online content, podcasts industry publications and news papers.

**Q8. What Government policies and priorities indicate?**

**Ans:**

- It indicates the opportunities in the economy.
- Every government comes with yearly and long term plan for the development and growth of the economy.

It also indicates the sources of money.