

Controlling

CONTROLLING

Concept of control:-

Ans:- Controlling is the process of measuring and comparing actual performance achieved with that of standard performance and taking corrective action if any deviation is found between actual and standard performance. It is the method outlined in planning for maintaining a high standard of performance in practice. It serves as a link between the planning and implementation phases. After a set period of putting the plan into operation, the manager evaluates and compares the actual performance to the planned performance. If any deviations in real performance are discovered, managers investigate the reasons for the deviations.

According to Josep L. Massie, "Control is the process that measure current performance and guidance it towards some pre-determined goals."

In conclusion, we may say that controlling is the management tool which facilitates to measure actual current performance against planned performance and take necessary steps if any deviation is there for the achievement of pre-determined goals in the defined time.

1. Explain the importance of control?

Ans:- Controlling helps for the efficient and effective attainment of objective through location and analyze deviations and taking corrective action. The following are the common of important of controlling:-