

DIRECTION

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Concept of Direction:-

Ans:- Direction is the implementation part of managerial function. It is the catalyst for an organization's action. It is the process of giving subordinates instructions, direction, and suggestions for completing a task. Management creates plans, organizes the organization, hires qualified workers, and gathers physical resources, while direction puts the plans into action. Directing creates a link between planning and implementation.

Developing a better working environment in an organization requires the use of direction. The initial step in directing is mobilizing human resources, followed by mobilizing all physical resources in order to achieve the goals.

According to Earnest Dale, "directing is telling people what to do and seeing that they do it to the best of their ability."

Directing is the management function, which brings management into action. It involves many activities like issuing instructions, explaining procedures of work, providing supervision and guidance.

1. Explain the Principles of Direction?

Ans:- Directing is based on some basic principles. Every manager from top to first line level of management has to consider these principles. The following are the main principles of directing:-

- i. Harmony of objectives
- ii. Unity of command
- iii. Friendly supervision
- iv. Scalar chain
- v. Effective communication
- vi. Orientation principle

vii. Outstanding leadership

i. Harmony of Objectives:-

Ans:- In an organization there are two types of objectives: i.e. organizational objectives and individual objectives. Every organization is established for a definite objective and for this purpose shareholder invests capital and effort.

ii. Unity of Command:-

Ans:- This principle of direction emphasizes that one employee must be given instruction only by a superior at a time. It means that an employee should only report to one boss at a time. In such a situation, he will be unable to effectively allocate his responsibilities and may make blunders.

iii. Friendly Supervision:-

Ans:- This principles of direction concentrates to maintain good human relation with subordinates. There must be the province of face to face supervision must exercise friendly supervision over subordinates. This is helpful to develop morale and ethic among the employees.

iv. Scalar Chain:-

Ans:- This principle of direction emphasizes that only his immediate superior must direction must direct and employees. From top management to subordinate management, there must be a scalar chain in the management structure. He is capable of resolving any issue that his immediate subordinates may have and ensuring the best performance from them.

v. Effective Communication:-

Ans:- This principle of direction stresses upon the development off free and open communication system within the work-group. Communication of information among all the authorities is a must

to maintain coordination and develop team spirit.

vi. Orientation Principle:-

Ans:- At the initial stage, employees must be oriented or introduced to the job to be performed by them. Thus, oriented principle makes direction effective and practical.

vii. Outstanding Leadership:-

Ans:- This principle of management concentrates on the outstanding leadership capability of the manager to handle subordinates. Leadership is the process of influencing human activities and behavior to achieve organization objectives.

viii. Principle of Comprehension:-

Ans:- This principle of direction focuses on the clear flow of information within the work-group of the enterprise. Information of instruction from manager must be cleared and well defined so that subordinates can understand them without any difficulty.

2. Explain the Component of Direction?

Ans:- The elements of directing involve supervision, motivation, leadership, communication and coordination. a brief explanation of above elements is as follows:-

- i. Supervision**
- ii. Motivation**
- iii. Leadership**
- iv. Communication**
- v. Coordination**

i. Supervision:-

Ans:- Supervision refers to direct and immediate guidance to the subordinates to ensure the execution of assigned works. Supervision helps subordinates handle difficulties in one way and

makes them more accountable in another.

ii. Motivation:-

Ans:- Motivation is the process of encouraging works to do their works in best possible efficiency. People are motivated to complete specified tasks in order to meet their requirements. The efficient attainment of corporate objectives is dependent on employee motivation.

iii. Leadership:-

Ans:- Leadership is the art of influencing the behavior and performance of subordinates. To attain common goals, a leader must be able to influence the conduct of his or her followers. When someone has the ability to influence others and they accept his advice, suggestions, and direction, they are said to be a leader. A manager is referred to as the organization's leader.

iv. Communication:-

Ans:- Communication is the transmission of information from one person to another person having common objectives. It is the person to another. It is essential to impart a complete understanding of the subject matter of information.

v. Coordination:-

Ans:- Coordination is the process of integration of all the activities of the organization to attain common goals. Coordination is the practice of keeping all members of an organization in close and productive contact. Managers must provide proper advice, instruction, information, and suggestions to subordinates in order to achieve this goal.

3. Explain the Importance of Direction?

Ans:- Through directing managers issue necessary instruction and guidance to subordinates. It also ensures that such directives are

followed to the letter of the law. This is a necessary if you want to achieve your company's goals. some points of importance of direction are as follows:-

- i. Initiate Action**
- ii. Improve Efficiency**
- iii. Integrate Efforts**
- iv. Ensure Co-ordinates**
- v. Best Utilization of Resources**
- vi. Facilitates Flexibility**
- vii. Stability of Employees**

i. Initiate Action:-

Ans:- Direction is the management function, which brings an enterprise into action. The primary function of direction is to assign labor force to specific tasks in order to achieve predetermined objectives. Managers take the initiative by providing subordinates with the required structure and direction.

ii. Improve Efficiency:-

Ans:- Direction is the management tool through which managers mobilize these potential in the best interest of the enterprise. Direction involves many elements like supervision, guidance, motivate, leadership, communication, and co-ordination. Management uses these elements to improve working efficiency of the work- force.

iii. Integrate Efforts:-

Ans:- Direction is one of the management tools, which integrates individual efforts to gain common objectives. Strong leadership emphasizes the need of unity of purpose, which is both an individual and organizational goal. Individual aims are aided by the accomplishment of organizational goals.

iii. Ensure Co-ordinates:-

Ans:- Direction ensures coordination among all the members and departments of the enterprise. It develops mutual understanding and a sense of teamwork among the participants. Top-level management has a critical role in this regard. There is a formal relationship between all authorities in the organization, from the top level to the subordinates level, in the management hierarchy.

iv. Best Utilization of Resources:-

Ans:- Effective direction is one of the important tools for the best utilization of both human and physical resource of the organization. Management emphasizes for the best utilization of human resource through the use of elements of direction: motivation, leadership, communication and supervision.

v. Facilitates Flexibility:-

Ans:- Change in organizational performance is essential to adjust in the changing environment of the society and business. Direction is a managerial role that allows for individual and team adjustments as well as new working methods. Direction makes it easier for a corporation to keep up with the changing business environment.

vi. Stability of Employees:-

Ans:- A stable work- force (employees) is one of the fixed asset of an organization. Employees who stay (work) in a company for a long time are expected to show loyalty and dedication. The most effective use of staff efficiency leads to the achievement of organizational goals while also facilitating employee well-being.