

## UNIT – VII

### (Directing)

#### Carrying 1 Marks

1. “Direction is the executive function of guiding and observing subordinate.” Who said.? 1  
(a) Dimock (b) Earnest Dali  
(c) Henry Feyol (d) Koontzys O Donnell.
2. How many Elements of Directing are - 1  
(a) 2 (b) 3  
(c) 4 (d) 5
3. Maslow’s Hierarchy of needs theory contains. 1  
(a) Physiological needs.  
(b) Safety Needs.  
(c) Social Needs  
(d) All of the above.
4. Who Propounded the Hierarchy of needs theory - 1  
(a) Henry Feyol  
(b) F.W. Taylor  
(c) Maslow’s  
(d) None of above.
5. Grapevine communication is - 1  
(a) Formal communication  
(b) Informal Communication  
(c) Both a & b  
(d) None of these
6. Steps of communication is - 1  
(a) Sender  
(b) Media  
(c) Feedback  
(d) All of these.
7. Non financial Incentive is – 1  
(a) Profit Share  
(b) Bonus  
(c) Pay and Allowances  
(d) Job Security
8. Abraham H. Maslow was born in – 1  
(a) 1909  
(b) 1907  
(c) 1910  
(d) 1908
9. Supervision is – 1  
(a) Necessary  
(b) Unnecessary  
(c) Wastage of time  
(d) Wastage of money.

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| 10. Principle of Directing are.                  | 1 |
| (a) Maximum Individual Contribution              |   |
| (b) Harmony of objectives                        |   |
| (c) Unity of command                             |   |
| (d) All of above.                                |   |
| 11. Badly expressed message is a barrier.        | 1 |
| (a) Semantic barrier                             |   |
| (b) Psychological barrier                        |   |
| (c) Organisational barrier                       |   |
| (d) Personal barrier.                            |   |
| 12. Azim Premji is the founder of –              | 1 |
| (a) Tata Steel                                   |   |
| (b) Infosys                                      |   |
| (c) Wipro  |   |
| (d) Microsoft.                                   |   |
| 13. Qualities of good leader are –               | 1 |
| (a) Sound health                                 |   |
| (b) Knowledge                                    |   |
| (c) Motivation Skills                            |   |
| (d) All of above.                                |   |
| 14. Highest level of needs in the hierarchy is – | 1 |
| (a) Basic Physiological needs                    |   |
| (b) Security Needs.                              |   |
| (c) Belonging Needs                              |   |
| (d) Self Actualisation Needs.                    |   |
| 15. Technical Knowledge for a supervisor is –    | 1 |
| (a) essential                                    |   |
| (b) necessary                                    |   |
| (c) unnecessary                                  |   |
| (d) None of these.                               |   |

**4 Marks**

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|---|---|
| 1. Explain the meaning of Direction and its two characteristic                    | 4 |
| 2. What are the importance of direction to a manger? Explain it in brief.         | 4 |
| 3. Explain any four principle of directing.                                       | 4 |
| 4. Why supervision is necessary.?   | 4 |
| 5. Define non-financial incentives and give its example.                          | 4 |
| 6. What do you mean by grapevine communication?                                   | 4 |
| 7. Explain in brief the semantic barriers of communication.?                      | 4 |
| 8. Explain the corrective measures taken to over rule the communication barriers. | 4 |
| 9. Differentiate between vertical and Horizontal Formal Communication.            | 4 |
| 10. Writes the Name of elements of communication Process.                         | 4 |

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| 11. Write any four good qualities, of a leader in brief.                | 4 |
| 12. Differentiate between financial and non-financial incentives.       | 4 |
| 13. What are the features of leadership. ?                              | 4 |
| 14. Is motivation necessary ? Give reason.                              | 4 |
| 15. What is the importance, of motivation in reference to human beings. | 4 |

**6 Marks**

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| 1. You want to become a good leader. What qualities should you have. ?   | 6 |
| 2. What are the steps, in communication Explain in brief.  | 6 |
| 3. Explain in brief the maslow's need Hierarchy theory of motivation.  | 6 |
| 4. Write in brief the barriers of communication.   | 6 |
| 5. Explain Different kinds of financial and non-financial incentives a manager used to motivate its employees. | 6 |
| 6. What is the role of a supervision in an organisation.?  | 6 |
| 7. What are difference between management and leadership ?   | 6 |
| 8. Explain the principles of Direction.  | 6 |
| 9. Explain the importance of leadership in an organisation.  | 6 |
| 10. Define formal communication and differentiate it from informal communication.                              | 6 |