

Q 1. Explain the Organizational Objectives.

Ans:-

Organizational objectives are short-term and medium-term goals that an organization seeks to accomplish. An organization's objectives will play a large part in developing organizational policies and determining the allocation of organizational resources. Achievement of objectives helps an organization reach its overall strategic goals.

Objectives are the mileposts to guide you and your employees on the way to building the business. Objectives are important because they convert visions into clear-cut measurable targets. Employees are very clear as to what they are expected to achieve and when.

Goals and Objectives Work Together

If a goal is too general, it can be difficult to measure the company progress toward reaching it. A goal of being the recognized industry leader is a worthy long-term goal, but it may not be clear to everyone in the organization what being the industry leader means. One way to ensure clarity is to have measurable objectives linked to the more qualitative goals. A qualitative goal of improving customer service could be linked to objectives such as reducing the number of customer complaints by 10 percent in the upcoming year.

Setting Goals and Objectives

Next year's goals and objectives are built on the foundation of last year's achievements. You and your team look at last year's goals and objectives and assess how much progress was made toward their fulfillment. Look at what the company did well and where performance needs improvement. The objectives are how next year's improvement will be measured. For goals and objectives to be a useful management tool, they should be realistic and attainable. Make goals and objectives challenging enough to stretch the capabilities of your team and require maximum effort, but be sure they're realistically attainable. Setting goals and objectives must include an analysis and forecast of the economic and competitive environment your company is likely to face. If the economy is expected to weaken, setting extremely lofty objectives for the upcoming year will lead to disappointment when actual results are compared to forecasts.

Advantages of Objectives:

1. Proper Planning:

The main advantage of planning is in proper way. It encourages the proper planning. The Basic ideas and fundamental theories of planning to achieve the basic thing, in the organisation. These ideas are make the people to work in the proper planning. Some objectives are basically aimed on individual focus.

2. Single Motivation:

The main objectives providing motivation to the people in the organisation. All the individuals are directly motivated by their own subordinates from the High level to lower level, he feels motivated. He feels, that he will complete his duties and will also be rewarded suitably towards the job performance.

3. Direct Coordination:

The efforts of voluntary coordination may put into a detailed plan of an organisation. In the workforce, the freedom has been given to employee they can work in replace of other towards voluntary coordination.

4. Control Process is Standard:

Control of human efforts is standard in the organisation. Controlling processes maintaining the standard performance so as to obtain the organisational goal effectively in the organisation. Without such standard, meaningful control cannot exist. Standard for control is mainly helpful in finance and thought promotional strategy.

5. Integration:

It is set to link between the organisation and groups. So as the different department like production, marketing, Finance, account, auditing and personnel brings them all enterprise together in the organisation.

6. Decentralization of Authority:

Decentralization is the clear-cut objectives also facilitate the authority. The manager can assign the duties to perform to the subordinates at the lower level. Then the subordinate's requisite the authority to carry out the performed duties.

Proper Setting of Enterprise Objectives:

1. Objective must be performed or defined in exactly right terms. Ambiguity should be avoided in the setting of objectives.
2. The statement must be qualitative so that the objectives must be essential. Only then accomplishment of measures will become easy.
3. Objectives must be truthful and procedural manner. So as to maintain the availability of resources, extent of competition and government regulation etc.
4. Certain policies, procedures programmes and strategies must be supported the objectives so as to depends on the existence.
5. It is also necessary to make the objectives very soft. Hard objectives may cause the work very heavy and tough.