

# **CHAPTER – I**

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## **RESEARCH DESIGN**

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#### 1.1 INTRODUCTION :

'Management' is the executive function that concerns itself with the carrying out of the administrative policies laid down by administration. Management directs the active operations within the enterprise and combines the work of the employees with the available capital, equipment and materials to produce an acceptable product.

In the modern economy, the industrial growth and development plays a dominant role in the development of the country. Advancement of a nation is measured by the improvement in the technology used in the various industries. Quality of production and maximation of profit as well as survival of the units depends upon the efficient administration and management. Administration involves policy formation and management includes implementations of the policies. Due to improper management, some industrial units lead to sickness. Industrial sickness is the common phenomenon in majority of the industries. Some units do not function efficiently due to the inability of Managers to solve the problems and the inability to diversify the product or to identify new customers. No doubt, each healthy organisation has to face many managerial and administrative problems. The proper solutions of all these problems keeps the unit healthy, increases the production and profitability. The growth of

the organisation must be steady, silent and solid. For this purpose the managerial decision, there implimentation and follow up regarding personnel, production, finance and marketing are much important.

## 1.2 OBJECTIVES OF THE STUDY :

The present study has been undertaken with the prime objective of studying the functional management and its smooth execution in Ghatge Patil Industries Ltd., Kolhapur.

In order to study the above prime objective the following aspects are covered -

- To study the functions performed by the major functional departments viz. production, finance, personnel and marketing.
- To study the execution of decisions undertaken by each department in the organisation.
- To study the management controlling techniques adopted by the organisation.
- To examine the modus operandi of the MIS department.
- To suggest remedial measures for effective functioning of the organisation.

### 1.3 METHODOLOGY ADOPTED AND SOURCES OF DATA COLLECTION :

The case study method has been adopted for the present study. In this case study the detail functioning of the various departments of the organisation has been considered. In order to fulfill the objective spelled earlier the data has been collected through the secondary source as well as primary source.

#### Primary Data :

Primary data has been collected through personal discussions and interviews with all department heads and other staff, engineers, supervisors etc. whenever and wherever it was felt necessary.

#### Secondary Data :

Secondary data has been collected through -

##### 1. Official documents :

Regular documents of various departments which are used for daily transactions.

##### 2. Office record :

Various official records of different departments regarding the functions performed by them.

##### 3. Visits to the library :

To clarify theoretical concepts various libraries were visited such as -

- Library of SIBER School of Management, Kolhapur.

- Bar.Khardekar's Library, Shivaji University, Kolhapur

- Library of Ghatge Patil Industries Ltd.,

4. Annual Reports :

Annual reports have been studied for knowing the previous position and the present position of the organisation.

1.4 SIGNIFICANCE OF THE STUDY :

There is a great need for inducting better management in all the spheres and at all levels. The critical importance of the efficiency in the use of resources and of improving productivity in all spheres of the economy is included for the first time as one of the objectives of the 8th five year plan. There is also a greater need on the part of the State Govt. to maintain strict discipline and observe financial prudence to keep inflation under control. For this purpose, proper administration and management are necessary to each field, particularly in the business world.

1.5 SCOPE OF THE STUDY :

The present study has been under taken to examine the function performed by the various departments, confined to Ghatge Patil Industries Ltd., Kolhapur.

#### 1.6 LMYITATIONS OF THE STUDY :

The assessment of the various departments with regard to their functioning is made in the light of the office records furnished by the concerned departments to the researcher.

The recomendations given by the researcher are more apt for this organisation rather than to all the similar industrial units.

#### 1.7 OUTLINE OF THE STUDY :

A brief outline of the chapters, in which the present study is divided is as follows -

##### Chapter I - Research Design :

In this chapter a detailed note of the research design, general methodology adopted to collect data and information are explained.

**Chapter II - Introduction to the theoretical concepts :**

In this chapter the core of theoretical analysis regarding the functional areas of business administration and management viz. personnel, finance, production and marketing is highlighted on the basis of critical review of the relevant literature.

**Chapter III - Profile of Kolhapur city and the organisation under study :**

A broad profile of the Kolhapur city as well as the organisation under study is presented in this chapter.

**Chapter IV - Data Presentation and Analysis :**

The data pertaining to the functioning of various departments alongwith the role of MIS Department is highlighted and analysed in this chapter.

**Chapter V - Conclusion and suggestions :**

In the light of the major findings of the work and the conclusion reached, an attempt is made to give suggestions for efficient functioning of the organisation.

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