



JAGATPUR P.G. COLLEGE
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- B.Com –Ist YEAR
- SUBJECT : COMMERCE
- PAPER : BUSINESS ORGANISATION AND MANAGEMENT
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Dr. Subhash Singh

Chapter 2.

MANAGERIAL ROLES AND AREAS OF –
MANAGEMENT :

Managerial Roles (Mintzberg),

Functional Areas of Management

MANAGERIAL ROLES APPROACH

- The credit for popularising the managerial roles approach goes to Professor Henry Mintzberg of McGill University. According to this approach, the best way to understand management is to observe what managers actually do and from such observations come to conclusions as to what managerial activities are.

MANAGERIAL ROLES

A) Interpersonal roles

1. The figurehead role
2. The leadership role
3. The liaison role

B) Informational Roles

1. Receiving information
2. The disseminator role
3. The spokesman role

C) Decision roles

1. The entrepreneurial role
2. The disturbance handler role
3. The resources allocator role
4. The negotiator role.

FUNCTIONAL AREAS OF MANAGEMENT

1. Production Management
2. Marketing Management
3. Financial Management
4. Personnel Management

QUESTIONS

- **Short Answer Type Questions.**

1. Briefly explain Mintzberg theory of managerial roles.

- **Long Answer Type Questions.**

1. Give an overview of functional areas of management.

2. Explain managerial roles identified by Mintzberg.

REFERENCE

- Dr. Mishra Gupta – Business Organization and Management, Edition : 2019, SBPD Publication

KEY WORDS

- Managerial role
- Leader's role
- Informational role