

**BUSINESS STUDIES · CHAPTER 2**

Principles of Management

A 1-page guide for parents · 90-second read.

EXPECTED MARKS

10 marks

TIME TO MASTER

10-12 hrs

HELPLINE

70330 05444**WHAT THIS CHAPTER IS, IN PLAIN ENGLISH**

Your child is studying two parallel sets of principles that shaped 20th-century management thought: (a) Henri Fayol's FOURTEEN principles, written in 1916 from his experience as managing director of a French mining company — these cover management from the TOP-DOWN view, addressing how an entire organisation should be structured and run; (b) Frederick Winslow Taylor's FOUR principles + five techniques of SCIENTIFIC MANAGEMENT, written in 1911 from his work as a mechanical engineer in American steel mills — these address how FLOOR-LEVEL production efficiency can be improved through measurement and standardisation. The two are complementary, not competing. Examples appearing in your child's NCERT include Maruti Suzuki, Tata Steel, Reliance, and McDonald's.

5 QUESTIONS TO ASK YOUR CHILD

- List Fayol's 14 principles in order. Test by reciting all 14 in 90 seconds.
- What is the difference between Unity of Command and Unity of Direction?
- What are Taylor's 4 principles? Name his 5 techniques.
- What was the result of Taylor's Bethlehem Steel pig-iron experiment? (Hint: ~280% productivity gain).
- Give an example of a 'Gang Plank' situation in a school: who would talk to whom directly?

WEAK-SPOT INDICATORS

- Cannot recite all 14 Fayol principles in 90 seconds.
- Confuses Unity of Command with Unity of Direction.
- Confuses Fayol's principles with Taylor's principles.
- Believes management principles are 'absolute laws' rather than 'flexible guidelines'.
- Cannot identify a violated principle in a case-study scenario.

WHEN TO WORRY — AND WHAT TO DO

If after 1 week of practice your child still cannot recite all 14 Fayol principles by name, book a 30-minute doubt-clearing call with our faculty: +91 70330 05444.

+91 70330 05444 · readyforboards.com · Boards prep that builds confidence, not anxiety.