



JAGATPUR P.G. COLLEGE  
AFFILIATED MAHATMA GANDHI KASHI  
VIDYAPEETH



- B.Com –Ist YEAR
- SUBJECT : COMMERCE
- PAPER : BUSINESS ORGANISATION AND MANAGEMENT
- ASST.PROF. : DR. SUBHASH SINGH
- DEPT. : COMMERCE
- E-MAIL ID: [subhashsingh197357@gmail.com](mailto:subhashsingh197357@gmail.com)
- MOBILE NO. : 9452197357

# DECLARATION

- The content is exclusively meant for academic purpose and for enhancing teaching and learning. Any other use for economic/commercial purpose is strictly prohibited. The user of the content shall not distribute, disseminate or share it with anyone else and its use is restricted to advancement of individual knowledge. The information provided in this e-content is authentic and best as per knowledge.

Dr. Subhash Singh

# CHAPTER 5

- DECEISION MAKING : MEANING, CHARACTERISTICS OF DECISION MAKING, TYPES OF DECISION, STEPS IN DECISION MAKING PROCESS

# DEFINATION

- According to McFarland, “ A decision is an act of choice wherein an executive forms a conclusion about what must be done in a given situation. A decision represents a course of behaviour chosen from a number of possible alternatives.”

# MEANING

- It is the process of choosing the best from among alternatives selection under a given set of circumstances.

# CONCEPT OF DECISION MAKING

- Selection concept
- Mental Process concept
- Continuity process concept
- Objective concept
- Problem solving concept
- Commitment concept
- Universality concept

# CHARACTERISTICS OF DECISION MAKING

- Selecting the best alternative
- Mental Process
- Rationality
- Related to situation

# DECISION MAKING PROCESS

- Defining the problem
- Analysing the problem
- Developing alternatives
- Evaluating alternatives
- Selecting the best alternative
- Implementing the decision
- Following up the decision



# QUESTIONS

- **Short Answer Type Questions.**

1. How limitation of resources affect the decision making.
2. Give four characteristics of decision making.

- **Long Answer Type Questions.**

1. “ Decision making is the primary task of the manager.” Comment.
2. Define decision making and discuss its process.

# REFERENCE

- S.L. God, Modern Management Technique –  
Deep & Deep publications.

# KEY WORDS

- Decision making
- Strategic decision
- Tactical decision