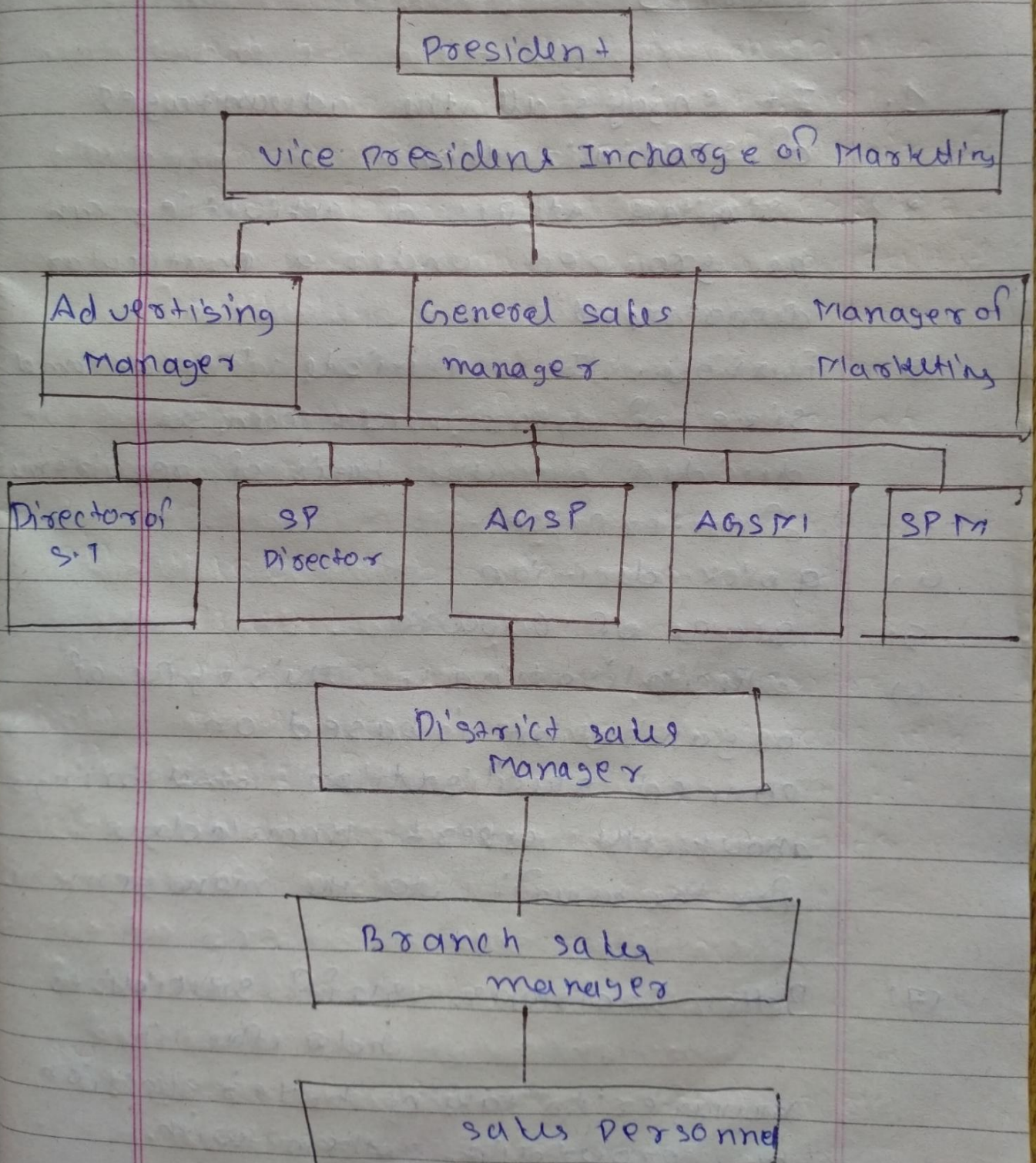


### Ans 3 Line & staff sales organisation

The organisational structure of ~~sales~~ line & staff organisation.



# Merits and Demerits of Line & Staff organisation

## 1. Merits

1. It enjoys all the advantages of specialisation
- 2) Similar types of activities can be grouped under a particular department
- (3) Flexible. It's flexible. The no. and size of departments can be decided on the basis of requirement of enterprise
- 4) Quick decision
- 5) Scope of Growth
- (6) Specialisation: This type of organisation is based on planned specialisation and brings about the expert knowledge for the benefit to the management.
- (7) Better Decisions. Staff specialists help the line manager in taking better decision by providing them with

adequate information of  
right + treat the right time

- (8) Lesser Burden on line Officers
- 9) Advancement of Research
- 10) Training of Line Officers.

Demerits of Line & staff  
sales organisation

1) The evils of specialisation may  
hinder the progress of this type  
of departments

(2) It is difficult to establish  
co-ordination b/w different  
departments

(3) conflicts b/w line & staff

(4) Different orientation

(5) Lack of co-ordination

(6) Lack of responsibility

(7) costly structure

(8) more reliance on staff

These are the merits & demerits.