

- Q1. You work as an Administrative Manager at Inspire Limited, a well-known marketing company in Lahore. One of the many tasks that you perform is to keep track of employees' attendance and Entry /Exit time at the office. Although the company's working dynamics are as such that it requires the employees to sit in the office throughout the working hours of 9 – 5 but last month's data of the machine installed to scan employees' card, showed that employees have been coming late to the office and many of the employees leave the office an hour or so early. Considering this pattern of employees, the company has decided to introduce new policies to ensure that employees follow the proper timings.

[15]

Write a memo to all employees at Inspire Limited. Your memo should include the following:

- o Explaining the concern i.e., increasing number of employees reporting late to work
- o How it effects the productivity
- o Explaining the new policies regarding the timings of the company.
- o Any penalty if the employees still don't follow the new policy.

- Q2. **Read the case study and answer the questions that follow:**

[2 + 6]

In the bustling Technologix headquarters, teams from diverse cultural backgrounds collaborated daily to develop cutting-edge products and solutions. Among these teams were the Research & Development (R&D) and Marketing departments, each with their unique culture and communication style.

One day, as the R&D team was gearing up to present their groundbreaking product to the Marketing team for its upcoming launch, tensions arose. The R&D engineers, known for their meticulous attention to detail and precision in their work, presented their findings in a technical report filled with charts, graphs, and complex data. However, the Marketing team, renowned for its creativity and knack for storytelling, found the technical report overwhelming and incomprehensible. They believed that the report lacked the essential "wow factor" necessary to captivate their target audience.

The clash of cultures and communication styles came to a head during the meeting. The Marketing team, eager to infuse creativity into the product launch, felt that their suggestions were being dismissed by the R&D team as frivolous. Meanwhile, the R&D team perceived the Marketing team's ideas as lacking substance and technical accuracy. Tensions flared, voices were raised, and the meeting ended abruptly, leaving both teams frustrated and demoralized.

Questions:

- a. What does the term "organizational culture" refer to?
- b. What strategies could be employed at the Technologix headquarters to bridge the communication and cultural gap between the R&D and Marketing teams? Mention any three.

Q3. Case study: Informal Report

You are the Operations Manager at PakFab Textiles, a well-established textile manufacturing company based in Lahore, Pakistan. Over the years, PakFab has been a trusted supplier of high-quality textiles to both domestic and international markets. However, recent market dynamics and changing customer expectations have prompted the need for a significant process improvement - the implementation of a new quality control system. This change affects every employee within the organization, from the factory floor to the managerial offices.

[3 + 4]

- a. In the scenario above, will you write a letter or memo? Justify your answer.
- b. How can you tailor the opening paragraph to engage and resonate with the employees in the Pakistani context? Write the Introductory Paragraph/Introductory Summary