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Assignment 2

Subject: Principles of Management Subject Code:MS-302

Class: B.Tech 3 year Faculty Name: Kapil Kumar

Date of Issue: 12/03/24 Date of Submission:19/03/24

Total marks: 20

**All questions are compulsory to attempt.**

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| **S.No** | **Questions** | **Max Marks** | **CO** | **Bloom Levels** |
|  | **Case Study: Strategic Planning and Leadership in a Technology Firm.** Tech Innovations Ltd., a leading technology firm, aimed to enhance its market position by strategically planning its expansion and improving leadership effectiveness. The company recognized the need for a comprehensive approach to planning and leadership to navigate the dynamic tech industry successfully. |  |  |  |
| **1** | Explain Nature & Purpose of Planning. | 4 | CO2 | L2 |
| **2** | Classify different Steps Involved in Planning that formulated SMART objectives. | 4 | CO2 | L3 |
| **3** | Compute Competitor Intelligence and Benchmarking on Competitors' Products, Market share, and Strategies. | 4 | CO2 | L3 |
| **4** | Express different Types of Leadership and Managerial Grid. | 4 | CO2 | L3 |
| **5** | Differentiate different Contingency Theories of Leadership situational factors in leadership effectiveness. | 4 | CO2 | L2 |