**Assignment 1**

Student Name: Score: \_\_\_/100

**Part I: Multiple Choice Questions (5 points each) \_\_\_/40**

1. According to Henri Fayol's principles of management, \_\_\_\_\_ advocates that compensation should be fair and satisfactory to both the employees and the organisation. ( )
2. initiative
3. centralization
4. equity
5. remuneration
6. Although Tracith is one of the best supermarkets in the coastal town of Dawntonia, it fails to retain customers. To solve this problem, Edna, the newly appointed marketing manager at Tracith, decides to implement a customer loyalty program. This program would include a membership card and a mobile app that can only be accessed using the membership card number. The mobile app will be enabled to show real-time availability of products at the supermarket. In the context of managerial roles, which of the following **decisional roles** is illustrated by Edna in this scenario?

( )

1. The entrepreneur role
2. The liaison role
3. The negotiator role
4. The resource allocator role
5. Emerald Inc. is a manufacturer of cosmetics that focuses on delivering high-quality products to its customers. As Emerald is aware of the side effects of parabens on skin and hair, it uses organic preservatives in its cosmetic products. All the cosmetic products that it manufactures are free of parabens. In this way, the company ensures that the usage of its products does not cause allergy to any of its customers. Which of the following social responsiveness strategies is Emerald using in this scenario?

( )

1. A proactive strategy
2. A reactive strategy
3. A defensive strategy
4. An accommodative strategy
5. In the context of the external environments that influence organizations, which of the following is a difference between the general environment and the specific environment? ( )
6. Unlike the specific environment, the general environment includes customers, competitors, and suppliers.
7. Unlike in the specific environment, in the general environment, proactive monitoring takes place that addresses customers' needs before they occur.
8. Unlike the specific environment, the general environment is responsible for indirectly affecting all organizations.
9. Unlike in the specific environment, in the general environment, a shrinking economy is directly related to consumers willing to spend more to purchase products.
10. After graduating with a bachelor's degree in Psychology, Eva decided to look out for a job as a counselor in an academic institution because she strongly believed that she was a good listener and that she was good at encouraging others to express their thoughts and feelings. In this scenario, Eva believed that she possessed the requisite \_\_\_\_\_ to be a counselor.

( )

a. human skills

b. planning skills

c. motivational skills

d. conceptual skills

1. Bobby is the plant manager of one of the three manufacturing plants of a paper manufacturing company. He is responsible for synching the processes of his plant with the standards set at the company's headquarters. He sends weekly updates of raw material requirements to the purchase division at the headquarters. He also connects the company's human resources department with the employees who work in his plant. In this scenario, Bobby is most likely a \_\_\_\_\_.

( )

a. middle manager

b. team leader

c. first-line manager

d. top manager

1. Deborah is a middle manager in a leading fashion magazine. She presents a half-yearly estimate on how she intends to use the budget allotted to her team for the next six months. In this scenario, Deborah has most likely contributed to developing the \_\_\_\_\_ for her team.

( )

a. strategic plan

b. single-use plan

c. tactical plan

d. operational plan

1. Environmental uncertainty in an organization is high when:

( )

a. resource scarcity is low.

b. environmental change is extensive.

c. environmental complexity is low.

d. industry regulations are strict.

**Part II: Short Answer Questions** (20 points each) **\_\_\_/60**

1. Please identify primary skills of managers and explain how their importance varies with the type and level of a manager's job.
2. Think about POPMART（泡泡玛特）, please identify any 4 environmental changes it has faced and explain how it adapted to.
3. Please explain organisational goals and plans at different levels.