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# BELLY RUMBLE

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An Organizational Behavior Project by Group 7





**A PROJECT REPORT**  
**ON**  
**BELLY RUMBLE – TUMBLE FOR HUNGER**

**Organisational Behaviour**

A report is submitted in partial fulfilment of the requirements of MBA Program of  
IBS Hyderabad

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## Chapter 1: Introduction to Belly Rumble Company



Belly Rumble is a firm that is changing how you interact with Fast Moving Consumer Goods (FMCG) services. We take pleasure in being a beacon of greater options in a world where convenience frequently sacrifices quality. Our goal is straightforward yet revolutionary: to offer you FMCG services that deliver the benefits of food goods with preservatives to your door.

Belly Rumble is dedicated to providing an alternative in a market overloaded with processed and preserved food options. We are aware of the rising need for options. We have committed ourselves to developing a line of goods that put your health first because of this.

Our unwavering commitment to using only locally sourced ingredients in our offerings is what distinguishes us. Together, our team's chefs and dietitians create delicacies that are not only flavourful but also devoid of dangerous preservatives. We think that food should be consumed in the tasty, healthy, and helpful ways that nature intended.

At Belly Rumble, we picture a time when you may enjoy indulgent treats, pantry basics, and on-the-go snacks without worrying about additives.

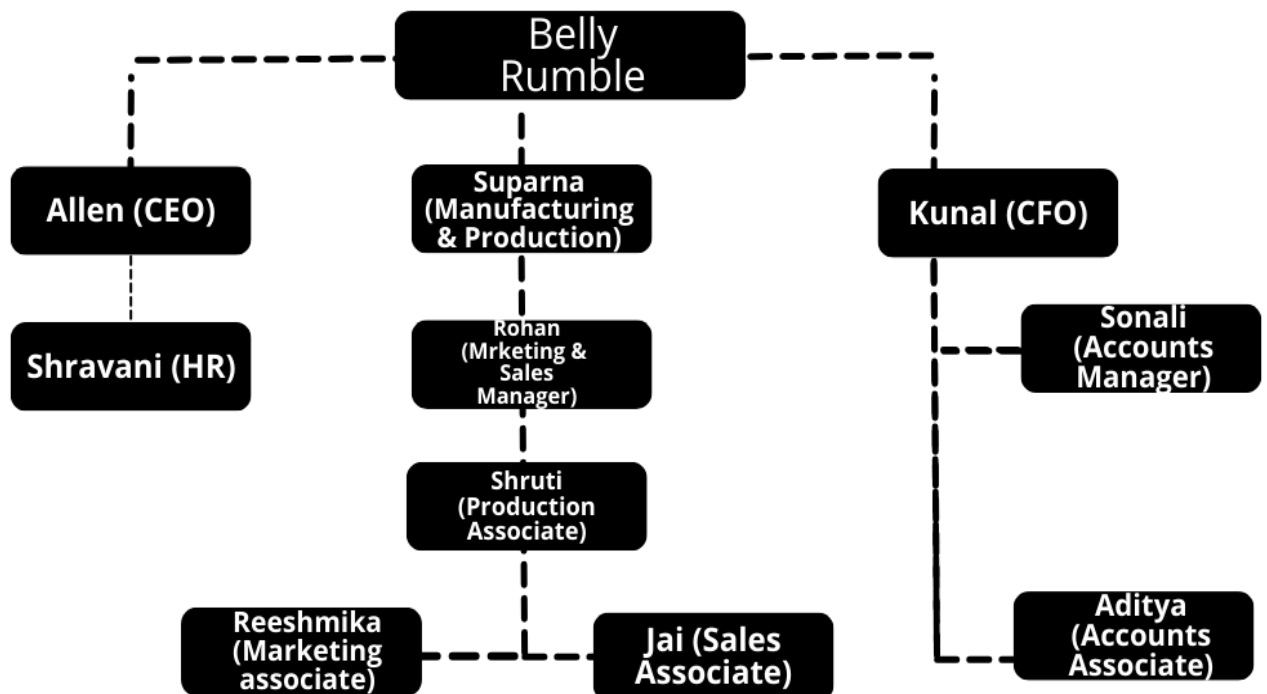
Instead, our items are meticulously made with a dedication to perfection. Every item we offer to you is guaranteed to uphold the highest levels of authenticity thanks to our meticulous quality control procedures.

We are conscious of the fast-paced nature of life and the value of convenience. We have therefore developed a seamless online shopping experience that enables you to peruse through our wide variety of FMCG products without preservatives while unwinding in the comfort of your own home. From breakfast to dinner, savoury to sweet, we have solutions that will meet your needs.

## 1.1 Organization Hierarchy –

1. CEO – Allen John Manager
2. CFO – Kunal Pandey
3. Accounts Manager – Sonali Prusti
4. HR Manager – Shravani Singh
5. Production and Manufacturing Manager – Suparna Pradhan
6. Marketing and Sales Manager – Rohan Pal
7. Accounts Associate – N Aditya
8. Marketing Associate – Reeshmika G
9. Production Associate – Shruti Mishra
10. Sales Associate – Jai Bhagat

## Organisation Tree



## **Chapter 2: Management Principle**

An FMCG company can provide a healthy work environment by combining Taylor's Scientific Management, Fayol's Administrative Theory, and Weber's Ideal Bureaucracy.

These guidelines can be put into practice in the following ways:

### **Taylor's Scientific Management**

- **Standardised process:** Implement effective and standardized processes for tasks within the FMCG company. As a result, production is increased and inefficiencies are decreased.
- **Training and skill development:** Train staff members to improve their abilities and skills. This may result in a sense of accomplishment, work satisfaction, and enhanced wellbeing.
- **Clearly Delineated Division of Labor:** To prevent confusion and disagreements, clearly outline roles and duties. Employees will be aware of what is expected of them, lowering stress and fostering a healthy work atmosphere.
- **Performance based incentives:** Employers should get incentives depending on their performance and contributions to the company. Employees may be inspired to succeed by seeing their efforts recognized.

### **Fayol's Theory of Administration:**

- **Scalar Chain:** Maintaining a scalar chain of command while encouraging open communication across levels. This makes it possible for workers to express their opinions and concerns, fostering a more welcoming and healthier workplace.
- **Unity of Direction:** Align the organization's objectives with the efforts of its personnel. As a result, conflicts are decreased and cooperation is fostered while also fostering a sense of shared purpose.
- **Equity and Fair Treatment:** All employees should be treated equally. This promotes a sense of fairness and respect, which helps to create a supportive workplace environment.
- **Order and Discipline:** Establish orderly work procedures and enforce discipline in accordance with corporate guidelines. This keeps things organized and makes things less ambiguous.

### **Weber's Imaginary Bureaucracy**

- **Clearly Defined Roles and Responsibilities:** By decreasing role ambiguity and fostering efficiency, clearly define work roles and responsibilities.
- **Formal Rules and Procedures:** Lay forth precise guidelines for how decisions should be made and how business should be conducted. As a result, there is consistency and fewer haphazard activities that may otherwise cause stress.
- **Merit-based promotion:** Employees are promoted based on their abilities and performance, not on personal preferences. Employees are encouraged to succeed and a fair workplace is created.
- **Impersonal Relationships:** Pay more attention to task-related relationships than to personal prejudices. As a result, the workplace is more respectful and professional.

An FMCG firm may create a structured, effective, and people-centric workplace by combining these ideas. Although these ideas were developed in the past, their application can be made in contemporary organizations to strike a balance between productivity and worker well-being. It's crucial to adapt how these concepts are applied based on the company's culture, values, and the particular requirements of the FMCG sector.



## Chapter 3: Learning Theories & Behaviours

### UNDERSTANDING ATTRIBUTION

#### **Kunal Pandey:**

**Positive:** When I come up with creative ideas, people might think it's because I have a natural talent for thinking innovatively. This is something inside me, an internal attribution. Or they could feel that the work environment here encourages creative thinking, which is beyond me, an external attribution.

**Negative:** If I ever miss meetings, colleagues might think it's because I lack commitment or responsibility (internal attribution). Alternatively, they could believe it's due to external factors like scheduling conflicts or poor organization (external attribution).

#### **Reeshmika:**

**Positive:** When I'm really productive and motivated, people might say it's because I'm determined and hardworking, which is something inside me, an internal attribution. Alternatively, they might see it as a result of the supportive atmosphere around me, something external, leading to external attribution.

**Negative:** On days I'm not productive due to stress, they might think it's because I'm someone who gets easily stressed (internal attribution). Or they could understand it's because of the external stressors affecting me, leading to external attribution.

#### **Shruti Mishra:**

**Positive:** I've noticed that when I'm punctual and focused, people might say it's because I'm diligent and disciplined, qualities within me, an internal attribution. Or they might think it's due to the supportive environment around me, something external, leading to external attribution.

**Negative:** If there are times I'm rude, they might attribute it to my personal traits, thinking I'm inherently uncooperative (internal attribution). Alternatively, they might consider external factors like personal issues affecting my behavior, leading to external attribution.

**Allen John Abraham:**

**Positive:** When I show loyalty and engagement, colleagues might attribute it to my dedication and values, things within me, an internal attribution. Or they might think it's due to the positive teamwork and environment, something external, leading to external attribution.

**Negative:** When I feel overwhelmed, people might attribute it to external factors like poor resource management (external attribution). Or they might believe it's due to my own inability to manage my workload effectively, an internal attribution.

**Aditya N:**

**Positive:** I've noticed that when I'm organized, people might say it's because I'm naturally disciplined and orderly, traits within me, an internal attribution. Alternatively, they might think it's due to the structured work environment, something external, leading to external attribution.

**Negative:** If I'm particular, they might think it's due to my fear of failure or perfectionism (internal attribution). Alternatively, they might believe it's because of external pressures or high expectations, leading to external attribution.

**Suparna Pradhan:**

**Positive:** I've noticed that when I'm a good leader, people might attribute it to my skills and qualities, things within me, an internal attribution. Alternatively, they might think it's due to the supportive team and leadership culture, something external, leading to external attribution.

**Negative:** If there are times I lack empathy, they might attribute it to my personal disposition (internal attribution). Or they might consider external factors like stressors influencing my behavior, leading to external attribution.

**Shravani:**

**Positive:** I've noticed that when I'm enthusiastic, people might say it's because I'm passionate and driven, qualities within me, an internal attribution. Alternatively, they might think it's due to the exciting project aligning with my interests, something external, leading to external attribution.

**Negative:** If I'm not engaged due to stress, they might attribute it to my own difficulty managing stress (internal attribution). Alternatively, they might think it's due to external factors like stressors affecting my focus, leading to external attribution.

**Sonali:**

**Positive:** I've noticed that when I'm proactive, people might say it's because I'm self-driven and proactive, traits within me, an internal attribution. Alternatively, they might think it's due to the teamwork and positive environment, something external, leading to external attribution.

**Negative:** If I'm pressurizing, they might think it's due to external factors like high expectations (external attribution). Alternatively, they might believe it's because of my personality traits, an internal attribution.

**Rohan Pal:**

**Positive:** I've noticed that when I'm enthusiastic, people might say it's because I'm passionate and interested, qualities within me, an internal attribution. Alternatively, they might think it's due to the exciting nature of the project, something external, leading to external attribution.

**Negative:** If there are times I'm late, they might attribute it to external factors like traffic (external attribution). Alternatively, they might believe it's due to my own time management issues, an internal attribution.

**Jai Bhagat:**

**Positive:** When I have a positive attitude, people might say it's because I'm naturally positive and enthusiastic, traits within me, an internal attribution. Alternatively, they might think it's due to the supportive team, something external, leading to external attribution.

**Negative:** If I have a negative attitude, they might attribute it to my resistance to change (internal attribution). Alternatively, they might consider external factors like past experiences shaping my behavior, leading to external attribution.

## Chapter 4: Attitude, Values & Job Satisfaction

Job attitudes of each employee of Belly Rumble were assessed based on a questionnaire. The scores of each employee are plotted on a bar graph to compare and assess the top Job Attitude of each employee. Top two job attitudes were identified. A brief narrative about why each employee has this attitude for the organisation is explained.

Job Attitudes used for assessment are:

1. Job Satisfaction
2. Job Involvement
3. Work Engagement
4. Organisational Affective Commitment
5. Organisational Normative Commitment
6. Organisational Continuous Commitment
7. Perceived Organisational Support

Questions used for assessment:

Job Satisfaction –

1. \_\_\_\_\_ I am satisfied with my current job.
2. \_\_\_\_\_ Overall, I find my job to be fulfilling and rewarding.
3. \_\_\_\_\_ I feel content with the opportunities for growth and development in my job.
4. \_\_\_\_\_ I enjoy the tasks and responsibilities associated with my job.
5. \_\_\_\_\_ I am proud to be a part of this organization.

Job Involvement –

6. \_\_\_\_\_ I am highly engaged in my job tasks and responsibilities.
7. \_\_\_\_\_ I take an active interest in the success and outcomes of my work.
8. \_\_\_\_\_ I often find myself thinking about work even when I'm not at the office.
9. \_\_\_\_\_ I feel a sense of personal attachment to the work I do.
10. \_\_\_\_\_ I am committed to putting in the effort required to perform well in my job.

Work Engagement –

11. \_\_\_\_\_ I feel enthusiastic and energetic about my job.
12. \_\_\_\_\_ Time passes quickly when I am working on tasks I enjoy.
13. \_\_\_\_\_ I am fully absorbed in my work activities.
14. \_\_\_\_\_ I often feel "in the zone" while working, where everything else fades into the background.

15. \_\_\_\_\_ I find my work to be challenging and stimulating.

Organisational Affective Commitment –

16. \_\_\_\_\_ I feel emotionally attached to this organization.

17. \_\_\_\_\_ I care deeply about the success and well-being of this organization.

18. \_\_\_\_\_ I am proud to be associated with this organization.

19. \_\_\_\_\_ I am committed to maintaining my membership in this organization.

20. \_\_\_\_\_ I often think about how my actions impact the overall reputation of this organization.

Organisational Normative Commitment –

21. \_\_\_\_\_ I feel a sense of obligation to stay with this organization.

22. \_\_\_\_\_ I believe in the values and principles upheld by this organization.

23. \_\_\_\_\_ I feel a responsibility to continue working here due to the investment the organization has made in my development.

24. \_\_\_\_\_ I would find it difficult to leave this organization because of the personal sacrifices made by others for my career growth.

25. \_\_\_\_\_ I feel a strong sense of loyalty to this organization and its members.

Organisational Continuous Commitment –

26. \_\_\_\_\_ I believe that staying with this organization is in my best interest for career advancement.

27. \_\_\_\_\_ I am motivated to stay with this organization because of the opportunities it provides for skill development and learning.

28. \_\_\_\_\_ I perceive that the benefits of staying with this organization outweigh those of leaving.

29. \_\_\_\_\_ I have a positive outlook on the future of my career within this organization.

30. \_\_\_\_\_ I intend to stay with this organization for the foreseeable future.

Perceived Organisational Commitment –

31. \_\_\_\_\_ I feel valued and appreciated by my organization.

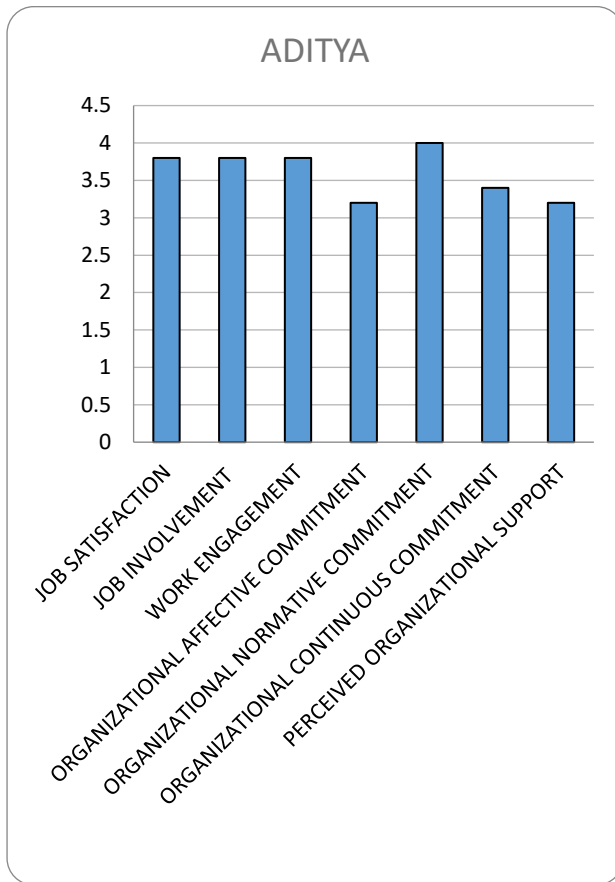
32. \_\_\_\_\_ I believe that my organization cares about my well-being and success.

33. \_\_\_\_\_ My organization provides the necessary resources and support to help me succeed in my role.

34. \_\_\_\_\_ I trust that my organization will support me during challenging times.

35. \_\_\_\_\_ I am confident that my organization will consider my opinions and suggestions when making decisions.

#### 4.1 CDC Analysis:

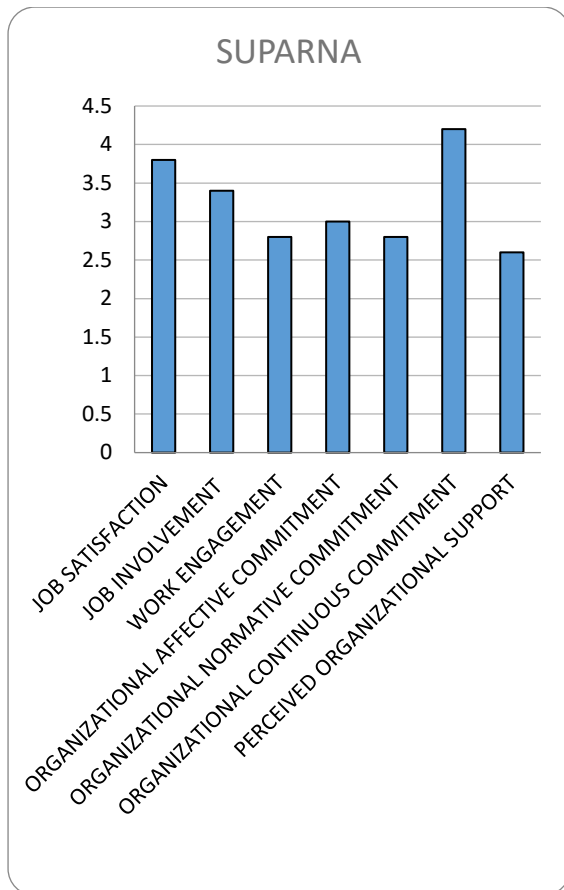


Top two Job Attitudes:

- Organisational Normative Commitment
- Work Engagement

Organisational Normative Commitment(4) –

The salary paid for my post is not completely satisfying but I have a positive feeling to stay with the company because of the job stability and wonderful work culture. It is understood that startups cannot pay me more. On the other hand I feel the sense of responsibility to work because of the kind of work environment provided. The organisation is working for a good cause of protecting the authentic and nutritious food for the generation who is addictive to junk and unhealthy food.

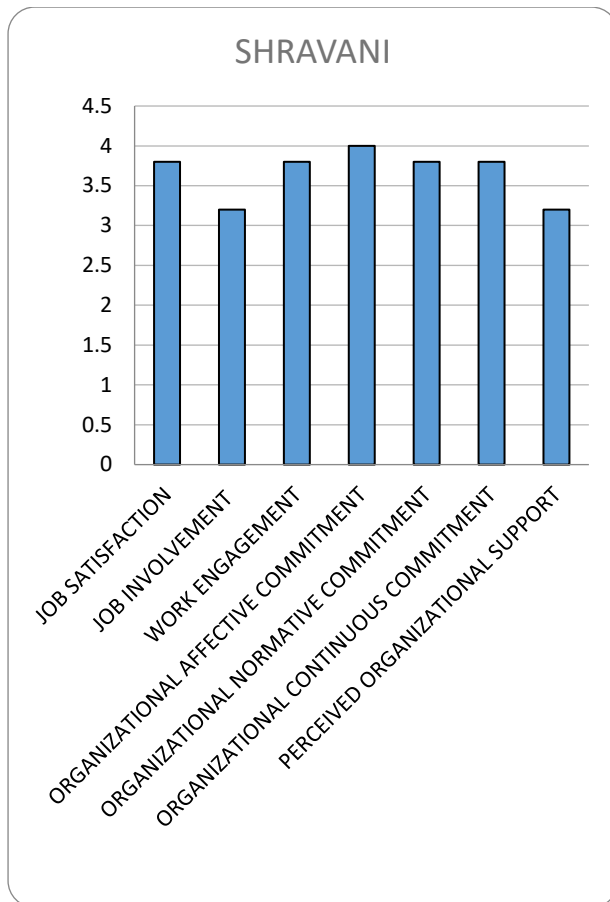


Top two Job Attitudes:

- Organisational Continuous Commitment
- Job Satisfaction

Organisational Continuous Commitment - I am Suparna Pradhan, Production and Manufacturing manager of Belly Rumble. I am dedicated and loyal with my workplace. As a production manager , I train my employees in production and try to reward them to boost and encourage them to stay committed to their roles . I try to maintain workforce that's continuously committed to the organisation success.

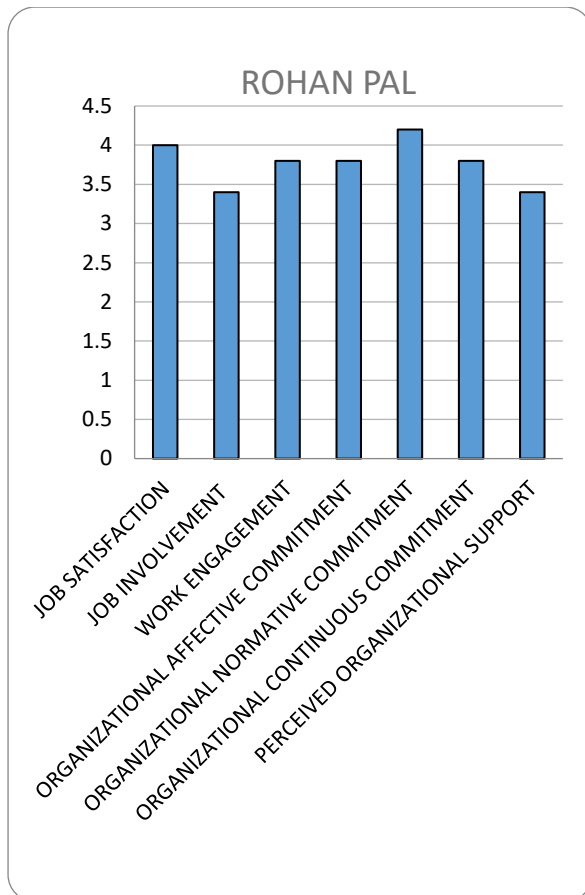




Top two Job Attitudes:

- Organisational Affective Commitment
- Organisational Continuous Commitment

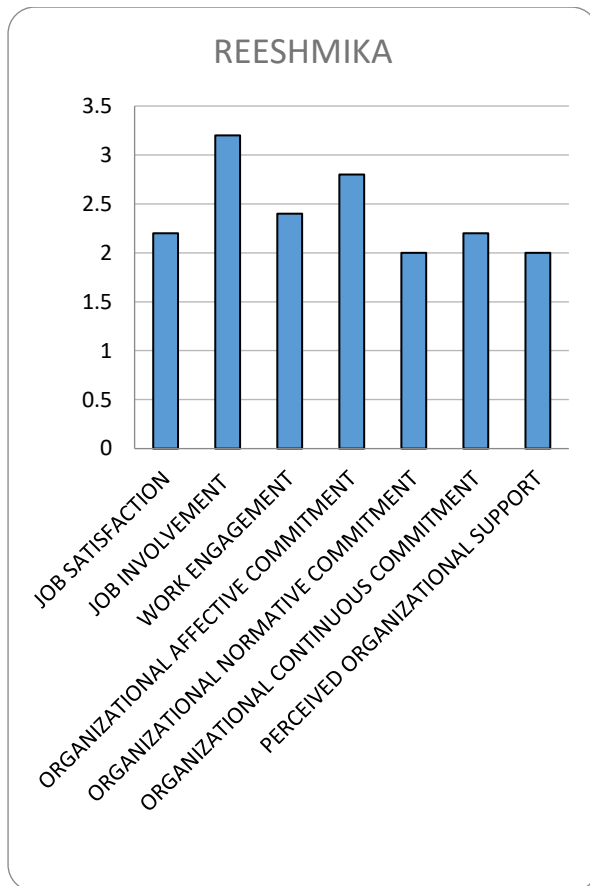
Organisational Affective Commitment - HR Manager, As the Head of Human Resource Manager at Belly Rumble, I have always been effectively committed to my organization, showing Enthusiasm, delivering high quality of work, strong sense of responsibility and motivation towards the work. I found the growth and personal development in the organization what made me find a workplace which not only values my Inputs but also my growth and well being. As a result, my commitment to Belly Rumble is not just a job but also a remarkable journey towards the success of an organization.



Top two Job Attitudes:

- Organisational Normative Commitment
- Job Satisfaction

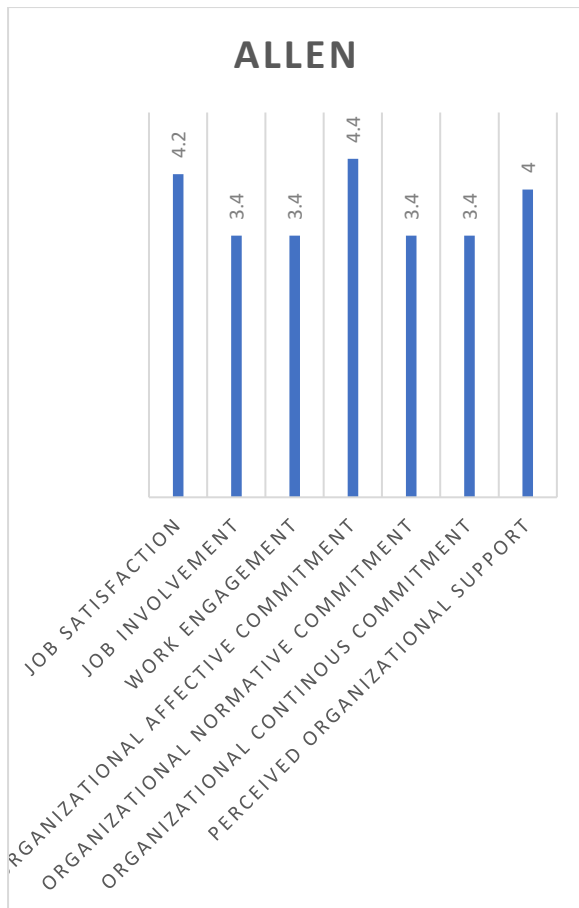
Organisational Normative Commitment (4.2) - I am Rohan Pal ( Marketing and Sales Manager ) . I feel very strongly about my responsibility to my profession and feel very passionate about my work . My job role in the organization is leading my team of professionals who are involved in the sales and marketing activities of the company . I feel a strong sense of loyalty towards my organization and am willing to go the extra miles to meet the sales targets .



Top two Job Attitudes:

- Job Involvement
- Organisational Affective Commitment

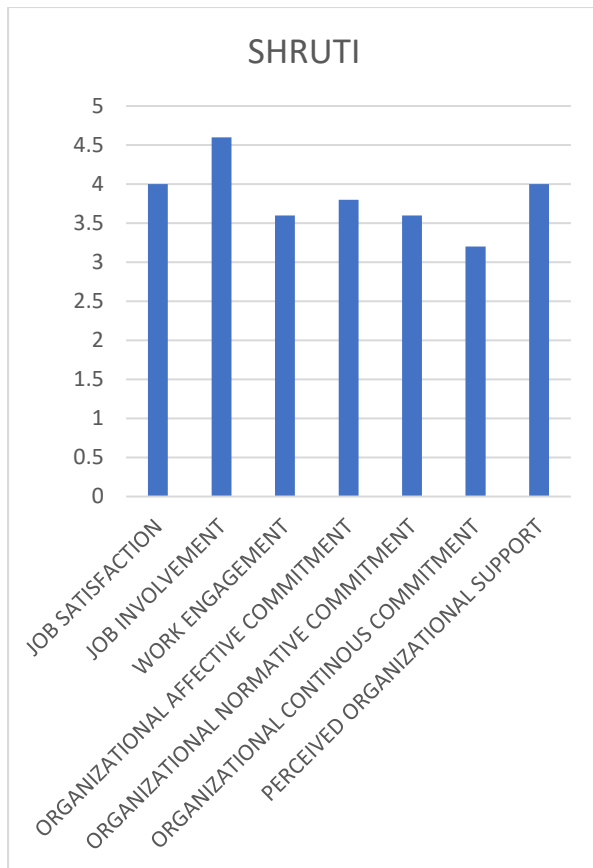
Reeshmika - Job Involvement (3.3) – As an employee of Belly Rumber, I am familiar with all the internal guidelines that Belly Rumble adheres to in order to make meals for their clients without the use of preservatives. Strict guidelines are followed for maintaining hygiene, and regular samples are taken to assess the nutritional value of meals. The ability to operate as a proud and guilt-free marketing associate was given to me as a result. The organization's welcoming and positive work atmosphere has made me feel a part of it. Whether the company is making money or losing money, I will continue to be dedicated to it and do everything is necessary to the best of my ability.



Top two Job Attitudes:

- Organisational Affective Commitment
- Job Satisfaction

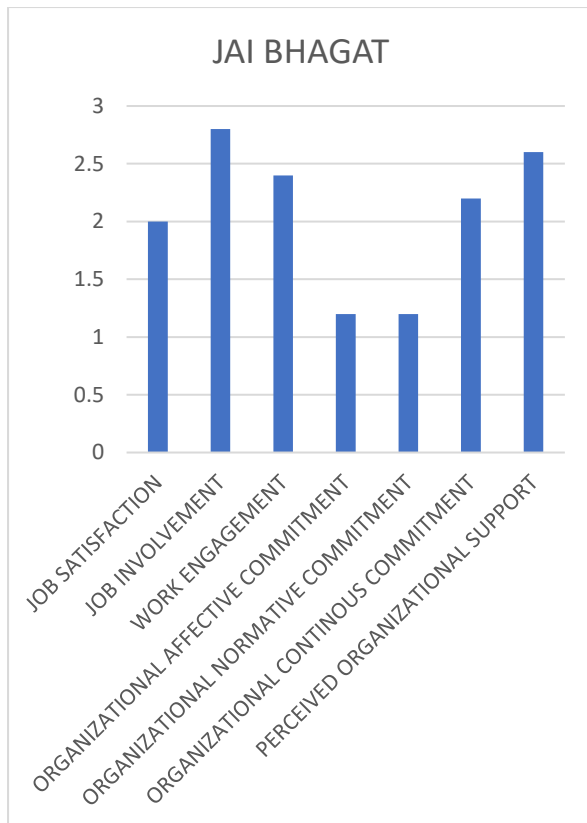
Organisational Affective Commitment - As a CEO, I developed organizational affective commitment by aligning my personal values and goals with those of the company. This involves understanding and embracing the organization's mission, vision, and culture. I am always engage with my employees, listen to their concerns, and involve them in decision-making processes. I try to demonstrate empathy by providing support, and acknowledging their efforts which helps to create a sense of belonging and commitment. I also try to set a positive example through my own dedication and enthusiasm which inspire my team to share the same commitment to the organization.



Top two Job Attitudes:

- Job Involvement
- Perceived Organisational Support

Shruti Mishra - Production Associate ( Job Involvement - 4.6 ) - As a Production Associate of Belly Rumble, I am aware of the production process and manufacturing. I keenly follow up the production as well good quality manufacturing of the products which also consist of the labeling and packaging of products, to which people are more magnetized towards nowadays. I also have the special skill of maintaining good customer relations. My ability to nurture customer relationships pushes our company's growth. My interaction with clients fosters mutual trust and moves our brand into the future. My dedication to the organization is unshakeable, as I maintain its reputation through exceptional relations. To maintain this focus, I'm committed to strengthening my decision-making impulsiveness. Thus, this guarantees that each involvement is organized and aligned with our objectives.

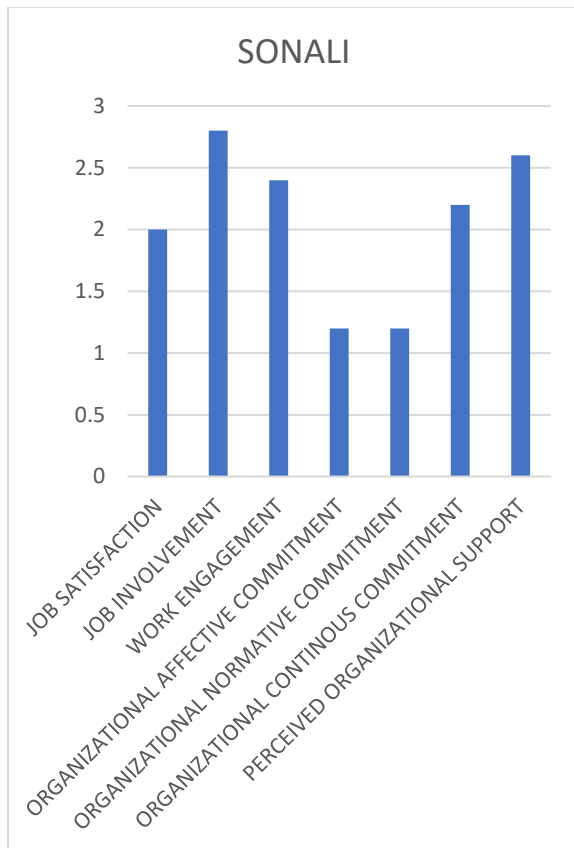


Top two Job Attitudes:

- Job Involvement
- Perceived Organisational Support

Jai - job involvement - 2.8

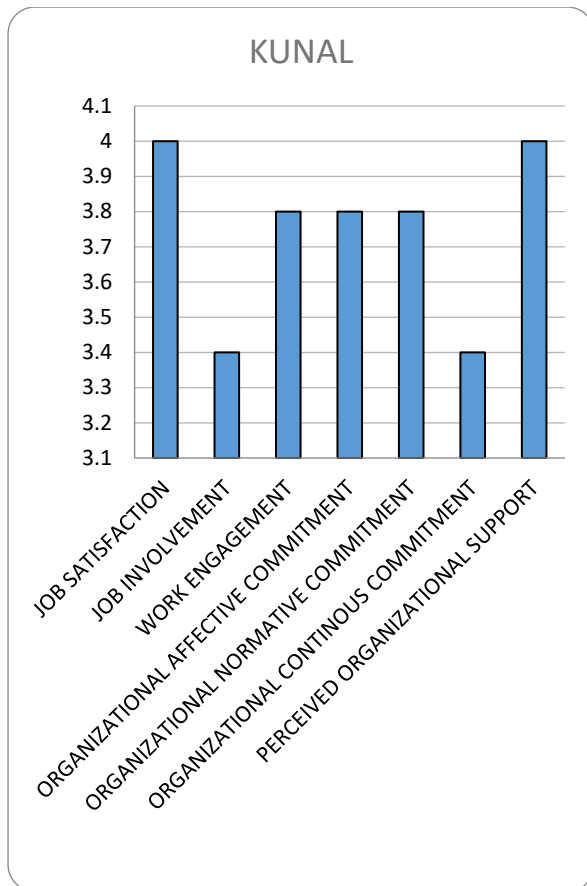
I believe I am committed to my company because of my strong job involvement. I have a job involvement score of 2.8, which means I am highly engaged and dedicated to my work. I take pride in what I do and always strive to give my best. I genuinely care about the success of the company and actively contribute to its growth and development. I enjoy being part of a team and collaborating with my colleagues to achieve our goals.



Top two Job Attitudes:

- Job Involvement
- Perceived Organisational Support

Job Involvement - As a Chief Procurement Officer of Belly Rumble, I know the process of acquiring goods, services or resources to achieve goals. It involves finding and selecting the right products or services from vendors and suppliers. This managing process ensure that the customer gets the best quality products or service at most affordable price. I work dedicatedly as I'm attached to the company and the work environment of the company. And I appreciate all the members of Belly Rumble who works efficiently and effectively to bring the company to a standstill and make it happen.



Top two Job Attitudes:

- Job Satisfaction
- Perceived Organisational Support

Job Satisfaction(4) - I Am kunal Pandey (CFO) Belly Rumble. A positive feeling about my role in the organization . I am also highly satisfied with organizational environment ( Rules ,policies working condition etc..). My job role in the Organization is make a budge, allocation of money to different department. I dedicatedly and consistently doning my work and our colleague is helpful atmosphere in the organizational.



## Chapter 5: Personality

A set of questionnaires was obtained and these questions were asked to members of Belly Rumble. Based on their responses the answers were scaled from 1 to 8. The questions were categorized under 5 categories as –

### Big Five Personalities – OCEAN

1. Openness to Experience
2. Conscientiousness
3. Extraversion
4. Agreeableness
5. Neuroticism (Emotional Stability)

### BIG FIVE TRAITS - SCALE

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7
<i>I see myself as:</i>						
1. ____ Extraverted, enthusiastic.						
2. ____ Critical, quarrelsome.						
3. ____ Dependable, self-disciplined.						
4. ____ Anxious, easily upset.						
5. ____ Open to new experiences, complex.						
6. ____ Reserved, quiet.						
7. ____ Sympathetic, warm.						
8. ____ Disorganized, careless.						
9. ____ Calm, emotionally stable.						
10. ____ Conventional, uncreative.						

### Procedure Followed –

1. We surveyed the members of our group and obtained the scores from them scaling from 1 to 8.
2. The scores in the even position were then reversed by subtracting the score from 8.
3. Then average of these scores were taken based on the below formula

Openness to Experience –  $5 + 10R/2$

Conscientiousness –  $3 + 8R/2$

Extraversion –  $1 + 6R/2$

Agreeableness –  $7 + 4R/2$

Neuroticism (Emotional Stability) –  $9 + 4R/2$

4. These scores were tabulated.
5. Then the scores from Attitude - Job Satisfaction, Job Involvement ,Work Engagement ,Organisational Affective Commitment, Organisational Normative Commitment, Organisational Continuous Commitment, Perceived Organisational Support were taken.
6. Then the correlation of OCEAN and Attitude was taken and a score were varying from -1 to +1.

## **5.1 Analysis-**

### **1. Job Involvement:**

O: Positive correlation (0.425) - Individuals higher in Openness might be more involved in their jobs.

C: Negative correlation (-0.160) - Individuals higher in Conscientiousness might be less involved.

E: Negative correlation (-0.699) - Introverted individuals might be more involved.

A: Negative correlation (-0.094) - Individuals lower in Agreeableness might be more involved.

N: Negative correlation (-0.067) - Emotionally stable individuals might be more involved.

### **2. Work Engagement:**

O: Negative correlation (-0.146) - Openness might be associated with lower work engagement.

C: Positive correlation (0.184) - Conscientious individuals might be more engaged.

E: Negative correlation (-0.485) - Introverted individuals might be more engaged.

A: Negative correlation (-0.100) - Lower agreeableness might be linked to higher engagement.

N: Positive correlation (0.063) - Emotionally stable individuals might be more engaged.

### **3. Organizational Affective Commitment:**

O: Positive correlation (0.138) - Openness might contribute to stronger commitment.

C: Positive correlation (0.184) - Conscientiousness might lead to higher affective commitment.

E: Negative correlation (-0.056) - Introverted individuals might show more commitment.

A: Positive correlation (0.205) - Agreeableness might result in stronger commitment.

N: Negative correlation (-0.247) - Emotionally stable individuals might show higher commitment.

#### **4. Organization Continuous Commitment:**

O: Negative correlation (-0.430) - Openness might be associated with lower continuous commitment.

C: Negative correlation (-0.288) - Conscientious individuals might have lower continuous commitment.

E: Negative correlation (-0.253) - Introverted individuals might show lower continuous commitment.

A: Positive correlation (0.142) - Agreeableness might lead to higher continuous commitment.

N: Positive correlation (0.050) - Emotionally stable individuals might show more commitment.

#### **5. Perceived Organizational Support:**

O: Negative correlation (-0.132) - Openness might be linked to lower perceived support.

C: Negative correlation (-0.058) - Conscientiousness might lead to lower perceived support.

E: Negative correlation (-0.401) - Introverted individuals might perceive less support.

A: Positive correlation (0.085) - Agreeableness might result in higher perceived support.

N: Negative correlation (-0.075) - Emotionally stable individuals might perceive less support.

#### **6. Job Satisfaction:**

O: Negative correlation (-0.203) - Openness might be associated with lower job satisfaction.

C: Negative correlation (-0.194) - Conscientious individuals might have lower job satisfaction.

E: Negative correlation (-0.380) - Introverted individuals might be less satisfied.

A: Negative correlation (-0.221) - Lower agreeableness might lead to higher job satisfaction.

N: Positive correlation (0.064) - Emotionally stable individuals might be more satisfied.

#### **7. Organizational Normative Commitment:**

O: Positive correlation (0.096) - Openness might contribute to stronger normative commitment.

C: Positive correlation (0.167) - Conscientious individuals might have higher normative commitment.

E: Negative correlation (-0.313) - Introverted individuals might show more normative commitment.

A: Positive correlation (0.248) - Agreeableness might result in stronger normative commitment.

N: Positive correlation (0.247) – Emotionally stable individuals might be more normative committed.

## **Chapter 6: An audit of the working condition of BELLY RUMBLE**

### **HYGIENE FACTORS**

Salary and Compensation - In BELLY RUMBLE, employees receive regular salary increases based on their performance and industry benchmarks, ensuring they feel adequately compensated for their contributions

Working Condition - At BELLY RUMBLE, they invest in ergonomic furniture and maintain a well-ventilated office space to provide employees with a comfortable and safe workspace

Company Policies - BELLY RUMBLE has a transparent HR policy that ensures equal opportunities for all employees, which fosters a sense of fairness and trust among the workforce

Supervision - In BELLY RUMBLE, managers regularly communicate with their teams, providing guidance and support, which results in high job satisfaction and productivity

Interpersonal Relationships - BELLY RUMBLE encourages team-building activities and open communication, creating a friendly and collaborative atmosphere that enhances employee satisfaction.

### **MOTIVATION FACTORS**

Achievement - In BELLY RUMBLE, employees are encouraged to set challenging goals, and when they achieve them, they receive public recognition and career advancement opportunities, which fuels their motivation

Recognition - At BELLY RUMBLE, they have a 'Employee of the Month' program where outstanding performers are celebrated in company-wide meetings, fostering a culture of recognition and motivation

The Work Itself in BELLY RUMBLE, employees have autonomy in their projects, allowing them to work on innovative and challenging tasks that align with their passions, enhancing their job satisfaction.

Responsibility - BELLY RUMBLE encourages employees to take the lead on projects and make decisions within their expertise, which not only boosts their motivation but also increases their sense of accountability.

Advancement - In BELLY RUMBLE, they have a well-structured career path program, where employees receive training and mentorship to prepare them for promotions, motivating them to strive for excellence.

## **Chapter 7: JOB ROLE AND JOB RE-DESIGN WITH JDR MODEL**

The Job-Demands-Resources (JDR) model is a framework that helps in designing and evaluating job roles by considering two main categories: job demands and job resources. Job demands are aspects of the job that require effort and can potentially lead to stress, while job resources are factors that support employees in their roles, enhance well-being, and reduce job strain. Let's apply this model to redesign the job roles of the CEO, Marketing and sales manager, Accounts Associate.

### **CHIEF EXECUTIVE OFFICER:**

Allen John as chief executive officer (CEO) of our company BELLY RUMBLE, responsible for providing leadership, direction, and overall management to ensure the company's success. The specific responsibilities of a CEO may vary depending on the organization's size, industry, and structure.

#### **JOB ROLE:**

- Develop and communicate the company's long-term vision and strategic direction.
- Oversee financial health, budgeting, and financial growth in collaboration with the CFO.
- Serve as the primary point of contact for stakeholders like investors, customers, and suppliers.
- Attract, retain, and develop top talent in coordination with HR.
- Foster a culture of innovation and adaptability to stay competitive.

### **MARKETING AND SALES MANAGER:**

Mr. Rohan Pal as Marketing and sales Manager of our company BELLY RUMBLE, responsible for the Marketing and Sales Manager drives success through strategic marketing, exceeding revenue targets, and data-driven optimization. They also foster essential partnerships for product availability, vital in the competitive FMCG industry.

#### **JOB ROLE:**

- Develop and execute marketing strategies.
- Oversee sales teams to achieve revenue targets.
- Utilize data-driven insights for optimization.
- Establish and maintain partnerships with retail and distribution channels.
- Ensure product availability and visibility.
- Contribute significantly to the company's growth and competitiveness in the FMCG market.

#### ACCOUNTS ASSOCIATE:

N Aditya an Accounts Associate in our BELLY RUMBLE company is responsible for maintaining accurate financial records, overseeing accounts receivable and payable, reconciling bank statements, and managing expenses. They prepare financial reports, assist with budgeting, ensure tax compliance, and support audits.

#### JOB ROLES:

- Maintain accurate financial records.
- Oversee accounts receivable and payable, reconcile bank statements, and manage expenses.
- Prepare financial reports and assist with budgeting.
- Ensure tax compliance and support audits while adhering to financial regulations.
- Financial record keeping



## **Chapter 8: Groups & Teams**

### **1. Forming:**

- At the outset, the group members introduced themselves, sharing their names, backgrounds, and regional origins.
- We discussed our initial thoughts and expectations regarding the OB project.
- (- A group leader or facilitator may have been appointed or emerged naturally during this stage).

### **2. Storming**

- As the project discussions began, some differences in perspectives and approaches emerged due to the diverse regional backgrounds.
- There were disagreements on project directions and roles.
- The group recognized the need to address these conflicts constructively through open communication.

### **3. Norming**

- The team started to establish norms and guidelines for communication, meetings, and decision-making.
- Members began to understand and appreciate the diverse perspectives and strengths brought by each regional background.
- Roles and responsibilities were clarified, and trust began to develop among members.

### **4. Performing**

- With clear roles and norms in place, the group hit its stride.
- Collaboration improved, and members effectively utilized their diverse knowledge and skills.

- The team made significant progress on the OB project, and productivity was high.

## 5. Adjourning

- As the project neared completion, the team reflected on its achievements and the journey it had undertaken.

- Members may have felt a sense of accomplishment and camaraderie despite the initial challenges.

- Plans have been made for future collaborations or ways to stay connected after the project's conclusion.

Throughout these stages, the group maintained open lines of communication, celebrated its diversity, and leveraged it as a strength in understanding organizational behavior within the context of India's diverse cultural landscape. Effective leadership and teamwork were crucial in navigating through the stages and achieving success in the OB project.

## Chapter 9: Leadership

**Allen John Abraham (CEO)**

### **CONTEMPORARY THEORY**

**Transformational Leadership :-** This leadership style emphasizes the leader's ability to inspire and motivate their team through a shared vision and values. These leaders often exhibit qualities like dedication, enthusiasm and engagement.

How this leadership style align with the member.

1. Loyalty and engagement:- When the individual shows loyalty and engagement , their colleagues attribute it to their dedication and values. This aligns with the transformational leader's emphasis on shared values and the leader's ability to inspire and motivate others.
2. Positive teamwork and environment :- Colleagues also attribute the individual's loyalty and engagement to the positive teamwork and environment. Transformational leaders often create and foster such positive environments by promoting collaboration and team cohesion.

### **CONTINGENCY THEORY**

**Situational Leadership :-** It is based on the idea that leadership style should be adapted to the specific situation and the needs of the team members. This style involves assessing the current situation and adjusting leadership behaviors accordingly.

How this leadership style align with the member.

1. Feeling overwhelmed: When the individual feels overwhelmed, people attribute it to external factors(poor resource management). In this situation, the individual may be demonstrating the ability to recognize external challenges and attributing their feelings of overwhelm to these external factors.
2. Inability to manage workload:- Alternatively, if the individual attributes their overwhelm to their own inability to manage workload effectively. In this case, the individual is taking personal responsibility for the situation and acknowledging the need for self improvement or skill development.

## **SUPARNA (Manufacturing and Production Manager)**

### **TRAIT THEORY**

**Trait Leadership:** Trait leadership theory suggests that certain inherent qualities or traits in a leader contribute to their effectiveness.

Here's how the behaviours align with the member:

1. **Good Leader:** When the individual is seen as a good leader, and people attribute it to their skills and qualities, this aligns with the concept of trait leadership. The individual possesses specific leadership qualities or skills that contribute to their effectiveness as a leader.
2. **Lack of Empathy:** On the flip side, when the individual lacks empathy, and people attribute it to their personal disposition, this also aligns with trait leadership. It implies that empathy is considered one of the leader's inherent traits, and its absence is seen as a reflection of their personal disposition.

### **CONTINGENCY THEORY**

**Situational Leadership :-** It suggests that effective leadership depends on the situation and the leader's ability to adapt their style accordingly.

Here's how the behaviours align with the member:

1. **Supportive Team and Leadership Culture:** When people attribute the individual's success as a leader to the supportive team and leadership culture, this aligns with contingency leadership. It indicates that the individual is effective because they are able to create or operate within a supportive environment that complements their leadership style.
2. **Consideration of External Factors :** If there are times when the individual lacks empathy, and people attribute it to external factors like stressors influencing their behavior, this also aligns with a contingency approach. It suggests that the individual recognizes external factors (stressors) that can influence their behavior and adapts their leadership style accordingly.

## **Kunal Pandey (CFO)**

### **TRAIT THEORY**

**Trait Leadership:** Trait leadership theory suggests that certain inherent qualities or traits in a leader contribute to their effectiveness.

Here's how the behaviors align with the member:

1. **Creative Ideas:** When the individual comes up with creative ideas, and people attribute it to their natural talent for thinking innovatively, this aligns with the concept of trait leadership. It implies that the individual possesses a specific trait (in this case, innovative thinking) that contributes to their effectiveness as a leader.
2. **Missing Meetings:** Conversely, when the individual misses meetings, and colleagues think it's because of a lack of commitment or responsibility, this also aligns with trait leadership. It suggests that commitment and responsibility are considered inherent traits of a leader, and their absence is seen as a reflection of the individual's personal characteristics.

### **CONTINGENCY THEORY**

**Situational Leadership:** Situational leadership is based on the idea that leadership style should be adapted to the specific situation and the needs of the team members.

Here's how the behaviors align with the member:

1. **Encouragement of Creative Thinking:** When people attribute the individual's creative ideas to the work environment that encourages creative thinking, this aligns with a situational leadership approach. It indicates that the individual is effective because they are operating in an environment that fosters innovation, allowing them to thrive in that specific context.
2. **Consideration of External Factors (Missing Meetings):** If colleagues believe that missing meetings is due to external factors like scheduling conflicts or poor organization, this also aligns with a situational leadership approach. The individual recognizes external factors that can affect their attendance and adjusts their behavior accordingly, rather than solely attributing it to personal traits.

**Shruti Mishra (Production Associate)**

## **TRAIT THEORY**

**Trait leadership** :- theory suggests that certain inherent qualities or traits in a leader contribute to their effectiveness.

Here's how the behaviors align with the member:

1. Punctuality and Focus: When the individual is punctual and focused, and people attribute it to their diligence and discipline, this aligns with the concept of trait leadership. It implies that the individual possesses specific traits (diligence and discipline) that contribute to their effectiveness as a leader.
2. Rudeness: Conversely, when the individual is perceived as rude, and people attribute it to their personal traits, such as being inherently uncooperative, this also aligns with trait leadership. It suggests that cooperation and politeness are considered inherent traits of a leader, and their absence is seen as a reflection of the individual's personal characteristics.

## **CONTINGENCY THEORY**

**Situational Leadership** :- It suggest that effective leadership depends on the situation and the leader's ability to adapt their style accordingly.

Here's how the behaviors align with the member:

1. Supportive Environment: When people attribute the individual's punctuality and focus to the supportive environment around them, this aligns with a contingency leadership approach. It indicates that the individual is effective because they are operating in an environment that supports and reinforces their positive behaviors.
2. Consideration of External Factors (Rudeness): If there are times when the individual is perceived as rude, and colleagues attribute it to external factors like personal issues affecting their behavior, this also aligns with a contingency approach. The individual recognizes external factors (personal issues) that can influence their behavior and acknowledges the need to adapt their leadership style accordingly.

**Rohan Pal (Marketing & Sales Manager)**

### **TRAIT THEORY**

**Trait leadership** :- The theory suggests that certain inherent qualities or traits in a leader contribute to their effectiveness.

Here's how the behaviors align with the member:

1. **Enthusiasm:** When the individual is enthusiastic, and people attribute it to their passion and interest, this aligns with the concept of trait leadership. It implies that the individual possesses specific traits (passion and interest) that contribute to their effectiveness as a leader.
2. **Late Arrival:** Conversely, when the individual is late, and people attribute it to their own time management issues, this also aligns with trait leadership. It suggests that punctuality and effective time management are considered inherent traits of a leader, and their absence is seen as a reflection of the individual's personal characteristics.

### **CONTINGENCY THEORY**

**Situational Leadership:** Situational leadership is based on the idea that leadership style should be adapted to the specific situation and the needs of the team members.

Here's how the behaviors align with the member:

1. **Exciting Nature of the Project:** When people attribute the individual's enthusiasm to the exciting nature of the project, this aligns with a situational leadership approach. It indicates that the individual's level of enthusiasm is influenced by the external factors, such as the project's appeal, and they adapt their behavior accordingly in response to the situation.
2. **Consideration of External Factors (Late Arrival):** If there are times when the individual is late, and colleagues attribute it to external factors like traffic, this also aligns with a situational approach. The individual recognizes external factors (traffic) that can affect their punctuality and adjusts their behavior accordingly, rather than solely attributing it to personal traits.

## **Sonali (Accounts Manager)**

### **TRAIT THEORY**

**Trait leadership** theory suggests that certain inherent qualities or traits in a leader contribute to their effectiveness.

Here's how the behaviors align with the member:

1. **Proactive:** When the individual is proactive, and people attribute it to their self-driven and proactive nature, this aligns with the concept of trait leadership. It implies that the individual possesses specific traits (self-driven and proactive) that contribute to their effectiveness as a leader.
2. **Pressurizing:** Conversely, when the individual is seen as pressurizing, and people attribute it to their personality traits, such as being demanding or assertive, this also aligns with trait leadership. It suggests that assertiveness and high expectations are considered inherent traits of a leader, and their behavior is seen as a reflection of these personal characteristics.

### **CONTINGENCY THEORY**

**Situational Leadership :-**It suggest that effective leadership depends on the situation and the leader's ability to adapt their style accordingly.

Here's how the behaviors align with the member:

1. **Teamwork and Positive Environment:** When people attribute the individual's proactivity to teamwork and a positive environment, this aligns with a contingency leadership approach. It indicates that the individual is effective because they are operating within a supportive and collaborative environment that encourages proactive behavior.



## **Chapter 10: Organizational Structure**

- The way in which job tasks are formally divided, grouped, and coordinated is called as Organizational structure.
- Different types of concepts of organizational structure are The Simple Structure, The Bureaucracy and The Matrix Structure.
- The Simple Structure characterizes by a low degree of departmentalization, wide spans of control, authority centralized in a single person, and little formalization. This structure does not go with our company as it doesn't follow hierarchy.
- The Matrix Structure creates dual lines of authority and combines functional and product departmentalization. Mostly advertising agencies, aerospace firms, hospitals, construction companies, etc. fall under this concept.

### **Concepts of Organizational Structure:**

- Ultimately, the choice of organizational structure should align with the company's strategic goals, market dynamics, and operational needs.
- FMCG companies like Belly Rumble often adapt their structures over time as they grow and evolve in response to market changes.
- It's important to regularly review and adjust the structure to ensure it remains effective in achieving the company's objectives.
- The model which perfectly fits our company is Max Weber's theory of Bureaucracy.

### **Belly Rumble follows which Concept?**

- An organizational structure with highly routine operating tasks achieved through specialization, much formalized rules and regulations, tasks that are grouped into functional departments, centralized authority, narrow spans of control, and decision making that follows the chain of command is known as Bureaucracy.
- The bureaucratic model, often associated with Max Weber's theory of bureaucracy, can be applied to an FMCG (Fast-Moving Consumer Goods) company like Belly Rumble, in the context of organizational behavior.
- This model provides a structured and hierarchical framework for organizing and managing our company.
- Here's how the bureaucratic model relates to organizational behavior our company:

### **1. Hierarchy and Authority:**

- In this model, there is a clear hierarchy of authority, with well-defined levels of management.
- Organizational behavior within this structure involves understanding how authority and decision-making flow through the hierarchy.
- Employees need to know their roles and responsibilities within the hierarchy to behave appropriately.

### **2. Division of Labour:**

- Bureaucracies often have a high degree of specialization and division of labour.
- Organizational behavior focuses on how employees interact within their specialized roles, how they collaborate, and how they handle tasks and responsibilities that require cross-functional cooperation.

### **3. Rules and Procedures:**

- Bureaucracies rely heavily on rules, procedures, and standardized processes.
- Organizational behavior in this context involves adherence to these rules and procedures, as well as understanding how they impact employee behavior.
- It may also involve assessing the effectiveness of these rules in achieving organizational goals.

### **4. Impersonal Relationships:**

- Bureaucracies are characterized by impersonal relationships, where decisions are based on objective criteria rather than personal biases.
- Organizational behavior in this setting emphasizes professionalism, fairness, and objectivity in interactions among employees, as well as between employees and management.

**5. Formal Communication:**

- Bureaucracies use formal communication channels, such as memos and reports, to convey information.
- Organizational behavior considerations include how communication flows within the organization, how effectively information is disseminated, and how employees respond to formal communication methods.

**6. Career Advancement:**

- Bureaucracies often have well-defined career paths and promotion criteria.
- Organizational behavior involves understanding how employees' behaviors and performance align with these criteria and how they navigate their career progression within the organization.

**7. Control and Accountability:**

- Bureaucratic organizations emphasize control mechanisms to ensure accountability and performance.
- Organizational behavior includes monitoring employee performance, setting performance metrics, and addressing issues related to accountability and responsibility.

**8. Resistance to Change:**

- Bureaucratic structures can be resistant to change due to their emphasis on stability and established procedures.
- Organizational behavior may involve studying how employees react to changes, such as new technology implementations or shifts in organizational strategy, and how to manage resistance effectively.

**9. Motivation and Job Satisfaction:**

- Understanding the motivation of employees within a bureaucratic structure is crucial.
- Organizational behavior examines factors that influence job satisfaction and motivation, including recognition, rewards, and the alignment of individual goals with organizational goals.

**10. Conflict Resolution:**

- Bureaucracies may encounter conflicts, both interpersonal and structural.
  - Organizational behavior involves studying conflict resolution strategies, negotiation skills, and how conflicts are managed within the established bureaucratic framework.
- In summary, the bureaucratic model can provide a structured framework for organizing and managing Belly Rumble, and the study of organizational behavior within this model helps in understanding how employees interact, communicate, and behave within the established hierarchy, rules, and procedures.
- It also guides efforts to improve employee motivation, job satisfaction, and overall organizational effectiveness.

## **Chapter 11: Dimensions of culture at Belly Rumble**

Belly Rumble is an FMCG (Fast-Moving Consumer Goods) organisation with an immense culture, there are some unique considerations in assessing the culture.

- **Creativity and Innovation:** At the heart of Belly Rumble's culture is creativity and innovation. Employees are encouraged to think imaginatively, challenge the status quo, and come up with novel ideas for product development, packaging, and marketing.
- **Mission-Driven:** The organisation's mission likely revolves around delivering imaginative and innovative consumer products that surprise and delight customers while adhering to FMCG industry standards.
- **Collaboration:** Collaboration is essential in an organisation, Teams work together to brainstorm and implement imaginative ideas, and cross-functional collaboration is encouraged to bring creative concepts to life.
- **Risk-Taking:** Belly Rumble values calculated risk-taking. Employees are encouraged to explore solutions and are not penalised for well-thought-out failures that lead to learning and innovation.
- **Open Communication:** Open and transparent communication is critical. Employees are encouraged to share ideas and provide feedback, fostering a culture where everyone's voice is valued.
- **Customer-Centric:** The organisation has a strong customer-centric focus, aiming to create new products and experiences that resonate with consumers and meet their unique needs.
- **Diversity and Inclusion:** A diverse and inclusive culture is promoted, recognizing that different backgrounds and perspectives can spark creative thinking and innovation.
- **Adaptability:** Belly Rumble is highly adaptable, quickly responding to changing market trends and consumer preferences. The culture embraces change as an opportunity for creativity and growth.
- **Quality and Ethical Standards:** The organisation maintains a strong commitment to maintaining quality in both products and ethical standards, ensuring consumer trust and brand integrity.

- **Continuous Learning:** Learning and development are encouraged to keep employees updated on emerging trends, technologies, and imaginative approaches in the FMCG industry.
- **Digitalization and Technology Adoption:** In our organisation, the use of digital technologies and data analytics may play a significant role in driving creative solutions and market insights.
- **Celebration of Creativity:** Creative achievements are celebrated and recognized within the organisation, fostering a culture of appreciation for creative thinking.
- **Sustainability and Social Responsibility:** Belly Rumble may also prioritise sustainability and social responsibility and approaches to environmental and social issues into its culture and practices.