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## Assignment - 1

18 H5003 - ~~Prin~~ Principles of Management

### Case Study - 1

Rajeev is a middle level manager. He keeps all his subordinates under a lot of discipline. His employees however complain of wastage of time and efforts as they feel that nothing is being assigned in a proper way and at proper place, also no proper schedule is made for working. Which principle of management is violated here and explain it.

Ans:

The ~~principle~~ principle of management that is violated is order-fayol's principle of management

The principle order-fayol's management deals with proper arrangement of things everyone and everything in the organisation ~~should~~ should be at its place.

Essentially, it means orderliness. There is a fixed place for everything. This concept of orderliness can be extended to people as well. There has to be an order in the ~~task~~ tasks and work assigned to the employees only when this consistency is ensured that the work and the operation can progress smoothly and efficiently.

In the given scenario, Rajeev thought he keeps his subordinates disciplined, so there is a wastage of time and efforts as the employees are not assigned anything in a proper way and there is no proper schedule for working.

Here, Fayol's principle of management is violated in this scenario.

Case study - 2:

Rajesh wants to become an ideal manager. For this he ~~reads~~ reads many management books. After reading various broad and general guidelines he prepares to apply them and make his work more meaningful. The necessary outcome will be his improved output, which concept of management has been highlighted here?

Answer:

Here the 'Principles of Management' concept is used as the management principles are the broad and general guidelines which help employees in behaviour and decision making.

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## Assignment - 2

### Case Study - 1

Subhasini, a home science graduate from reputed college has recently done a workshop course. She wished to ~~the~~ start her own venture with a goal to provide healthy food at reasonable price. She discussed her idea with her sister who encouraged her. After analysing various options of starting her ~~the~~ business venture, they shortlisted the options to sell smoothies and ~~the~~ ready to make vegetable shakes and cow milk shakes. Then they weighed the pros and cons of both the short-listed options.

### Solution:

a) Name the functions of management being discussed above and give one of its characteristics.

\* The function of management being discussed above is "Planning",

\* One characteristic is planning that ~~the~~ it involves setting objectives and determining the actions required to achieve those objectives.



b) Also briefly discuss any three limitations of the fn. discussed in the ~~case~~ case.

\* Limited market: The market for healthy ~~food~~ food may be relatively small compared to other food markets which could be limited potential customers base for Subhasini business venture.

\* Seasonal Ingredients: Depending on the ingredients used in the shakes, Subhasini may be limited by availability of seasonal produce. There could impact the variety of shakes she is able to offer.

\* Competition: Subhasini may face competition from existing health food from providers as larger food chains that offer similar products. It may be challenging to differentiate her offerings and attract customers.

### Case Study - 2

On a weekday morning Sanjay Nagpal, a recent recruit from a reputed ~~manages~~ management institute in Chennai walked in the solar office as a new sales trainer. Raghavan the zonal sales manager for a large computer hardware firm, was there to greet him. Raghavan's job is overseeing the work of sales officers. The sales growth of computers parts and other office equipments in his area was highly satisfactory, especially in recent years thanks to the development initiatives taken by respective state governments in spreading computer education.