

## **Lesson 10**

### **Activities on Organisational Control**

#### **Guidelines:**

- There are two activities on organisational control, and you need to perform these activities individually.
- You need to prepare a handwritten document, including;
  - Page 01- Cover page
  - Page 02- Activity 01 (control type and the justification)
  - Page 03/04 - Activity 02 (write-up with a maximum of 500 words)
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- Submit your answers to the lecturer when the university is re-opening.
- The cover page of the document should have the following information:
  - Course code and Course name
  - Lesson name
  - Group (eg: A1)
  - Student Name, CPM Number and MC Number

## Activity 01

Read given scenarios and identify which type of operational control is explained under each scenario by providing justifications.

1. You are a product manager responsible for launching a new line of eco-friendly household cleaning products. Before the products are introduced to the market, you conduct market research, analyze consumer trends, and anticipate potential challenges or opportunities. Based on your findings, you adjust the product design, pricing strategy, and marketing approach to align with market demands.

### Answer

Type of control

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Justification

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2. You are a project manager overseeing the development of a mobile application for a software company. As the project progresses, you notice a decline in user satisfaction ratings. In response, you conduct a thorough analysis of user feedback, identify areas for improvement, and implement corrective measures to address the issues identified.

Type of control

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Justification

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3. You are a production supervisor overseeing a manufacturing plant that produces automobile parts. Throughout the production process, you closely monitor key performance indicators such as production output, defect rates, and machine downtime in real-time. Whenever deviations from the established standards are detected, you take immediate corrective action to address the issues and ensure that production goals are met efficiently.

Type of control

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Justification

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4. You are a sales manager responsible for a team of sales representatives. At the end of each month, you review sales performance reports and analyze sales figures against targets set for each representative. Based on the analysis, you provide constructive feedback to individual team members and offer training or support to help them achieve their sales goals in the future.

Type of control

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Justification

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5. You are a human resources manager tasked with planning a recruitment drive to fill vacant positions within the organization. Before initiating the hiring process, you assess future staffing needs, forecast changes in workforce requirements, and anticipate potential challenges such as skill shortages or budget constraints. Based on your analysis, you develop a comprehensive recruitment strategy.

Type of control

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Justification

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6. You are an operations manager overseeing a call center that provides customer support services. Throughout the day, you monitor call volume, average wait times, and customer satisfaction ratings. Whenever service levels deviate from the established benchmarks you implement process improvements to ensure that customer inquiries are handled promptly and effectively.

Type of control

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[illegible]

Imagine that your group is appointed as the Plagiarism Committee at the University of Sri Jayewardenepura. You have been asked to come up with controlling techniques that can be applied before, during, and after student assignment activities (feedback, feedforward, and concurrent) to manage the growing use of AI (Artificial Intelligence) in academic activities. Prepare a writeup of maximum 500 words.

This image shows a full page of white paper with horizontal dotted lines, typical of primary school handwriting practice paper. The lines are evenly spaced and extend across the entire width of the page. There are no margins, text, or other markings present.

[illegible]