Sir Syed University of Engineering & Technology
Faculty of Basic & Applied Sciences
Department of _____Computer Science_____

End Semester Examinations (Spring 2020)

Course Title with Code	HS-204: Organizational Behavior		Program	BS CS
Instructor	Mehreen Umer		**Semester**	3ʳᵈ
Start date & Time	June 29, 2020 at 10:30 AM	**Submission Deadline**	June 29,2020 at 04:30PM	
Maximum Marks	50			

IMPORTANT INSTRUCTIONS:

Read the following Instructions carefully:

- Attempt All Questions on MS-Word. Font theme and size must be Times New Roman and 12 points respectively. Use line spacing 1.5. Convert file to PDF format before submitting.
- You may provide answers HANDWRITTEN. The scanned solution must be submitted in PDF file format (Use any suitable Mobile Application for Scanning)
- For Diagrams, you can use paper and share a clear visible snapshot in the same Answer Sheet.
- Arrange questions and their subsequent parts in sequence.
- Make sure that your answers are not plagiarized or copied from any other sources. In case of plagiarism, **ZERO** marks will be awarded.
- Provide relevant, original and conceptual answers, as this exam aims to test your ability to examine, explain, modify or develop concepts discussed during the course.
- Recheck your answer before the submission on **VLE** to correct any content or language related errors.
- You must upload your answers via the VLE platform ONLY.

You must follow general guideline for students before online examination and during online examination which had already been shared by email and WhatsApp.

This paper has a total of _03_ pages including this title page

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Q.1.   **(15)**

Read the following Case Study carefully and answer the question given below:

A renowned mobile company, X mobile produces mobiles which are sold locally. X mobile employs around 1500 employees and has successfully produced mobiles that are price competitive in the industry. However, a problem arose when the heads of department decided to launch a new product line of Televisions. The new product line leads to an interdepartmental conflict and disagreement. It was brought to light that as of current there was less load on employees however the introduction of a new product line would over burden the employees. As usual the research and development group would develop the basic design, and the engineering department would build a general prototype, while the production department would manufacture and assemble the project, and marketing is responsible for sale.

Department heads believed that future work on this product should be done all at once instead of step by step. The conflict got worse when finance department allocated the financial resources to all departments. The marketing department required more money because they needed to provide input to research and development so that the design will meet consumer need. Production department demanded more money for the availability of machinery required for manufacturing the Televisions. Department managers then became frustrated and un-communicative. Moreover, several department managers are new and in experienced in new product development. This conflict did not only delay the manufacturing of the new product line but also delayed the production of mobiles. Situation got worse when department head got to know that due to the delay, their loyal customers started to buy products of the rival company.

  a) What structural changes would you recommend to prevent these problem in future new product developments? Give your answer in reference to the above scenario.
  b) If you were a head of department how would you resolve this problem?
  c) In your opinion, explain whether it is important that department manager turn to the executive vice-president or solve their problem on their own?

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Q.2.   **(10)**
Company X conducts the Annual Board Meeting for the Directors and shows them the Annual Report. During the evaluation of report some issues were identified, in initial 3 years company shows profitability but did not grow as expected.
If the following are the identified problems then what are the major organizational challenges the company is facing? Elaborate in your own words with proper justification.
i. Annual loss
ii. Debit / Accumulated Loan
iii. Issues in Product / Project Revenue

Q.3.   **(10)**
A video equipment manufacturing company brought in Ali to manage its technical service division. Company executives informed Ali about the urgent situation in the company. Technical service was provided by 15 engineers, who were highly paid, best educated, but least productive in the company. The instruction to Ali was to turn it around. Ali called a meeting of the Engineers. He showed great concern of their personal welfare and asked them about their problems regarding low production and turn-over issues. Without hesitation, employees launched a series of complain that they were overburdened and management does not focus on their issues and problems.
If you were at Ali's place, what leadership style would you apply? How would you make the top management attend to the complaints of the engineer?

Q.4.   **(15)**
 Assume that you are planning to start a business after the completion of your studies. You need to describe the following with justification
(a) What product and/or services will you select for the business?
(b) What organizational structure and design will you adopt for the selected product and/or services?