

CENTRE FOR CONTINUING EDUCATION

BBA (AVIATION OPERATION)

BATCH: _____

SEMESTER: _____

NAME: _____

ROLL NO: _____

ASSIGNMENT 1 & 2

FOR

BUSINESS ORGANIZATION

BBCH 101

UNIVERSITY OF PETROLEUM & ENERGY STUDIES



ASSIGNMENT -1

Answer all the questions

SECTION A

Q1- Write Short notes on the following: **(5x4=)20**

- a) Characteristics of management
- b) Principle of scalar chain
- c) Need for coordination in the organizations
- d) Behavioural approach to management

SECTION B

Q2- Trace the evolution of management thought and explain how the drawbacks of a preceding theory led to the succeeding theory. **(10)**

Q3- Classify the three levels of management and identify the primary responsibility of the managers at these three levels. **(10)**

Q4- F W Taylor believed that management is a science while another school of thought believes that it is pure art. What is your opinion on the issue? Do you think that the fundamentals of management can be applied universally? **(10)**

SECTION C

Q5- What values do courses in anthropology, economics, political science, psychology and sociology have for managers? Give an example of one application to management practice from each of these disciplines. **(25)**

Q6- Customer –responsive cultures are only applicable in smaller organizations. The complexity in coordinating activities in large organizations makes it nearly impossible to implement a customer-responsive culture. Do you agree or disagree with this statement? Defend your position and substantiate with examples. **(25)**

ASSIGNMENT -2

Answer all the questions

SECTION A

Q1- Write Short notes on the following:

(5x4=)20

- a) Accountability
- b) Span of management
- c) Break even analysis
- d) Grapevine

SECTION B

Q2- Define organizational culture and discuss the impact of the leader on the culture of an organization. Illustrate with the help of examples. **(10)**

Q3- Define decentralization and discuss the factors which a management will take into account while deciding the extent of decentralization to be adopted. **10)**

Q4- Budgets are generally organizational plans expressed in numbers. Discuss the major characteristics of a budget and also explain the various kinds of budgets.

(10)

SECTION C

Q5- *Study the caselet given below and answer the questions that follow*
(10x5=) 50

Probably no inexpensive car got as worldwide attention in recent years as the Indian Nano. Yet, is the Nano being threatened by Geely, a Chinese manufacturer that started in 1986 by producing refrigerators and moved to diversify into motorcycles in 1996? Perhaps not many people have heard of Geely, the biggest privately owned Chinese car company. Yet, Geely drew attention at car shows

around the world (Frankfurt, Detroit). Chairman and cofounder, Li Shufu, likes to be viewed as the Henry Ford of China. While maintaining the chairmanship, Mr. Li gave up the CEO title to Yue Guisheng in 2006. Geely's mission statement includes references to safety, environment-friendliness and efficiency.

In 1998, Geely started the production of automobiles; the first cars were exported in 2003. Mr. Li Shufu plans to export two-thirds of the cars to other countries. It already sells cars in Peru, Uruguay, Venezuela, Romania, Pakistan, South Africa and Bangladesh.

Mr. Li's plan includes launching nine new cars which are amazing by any standards. But there is a suspicion that the cars do not meet Western standards. The Russian car crash test showed a low survival rate of the test dummy. Yet cars are being assembled and sold from Russian assembly kits in countries such as Ukraine and Indonesia. At this time, there are rumours of negotiations of buying the well known Swedish car companies Saab and Volvo.

Geely illustrates that the car market is indeed global and extends beyond the nameplates of Ford, GM, Chrysler, Mercedes, BMW, Volkswagen and others. Certainly TATA Motors with its successful Nano has to consider Geely as a potential competitor.

Questions:

1. What are the strengths and weaknesses of the Nano? (You may conduct Internet research and/or talk to people who own a Nano.)
2. Based on your findings, what do you think is the competitive advantage of Nano in India and other countries?
3. What do you think can Nano do to counteract the threat of competition like Geely incase if it enters the Indian market?
4. How important is car safety to the Indian consumer?
5. What are your criteria in the purchase of a car?