



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Assignment -3

(Based on Unit IV)

MCA-I Semester

Course Code: MCA 109 Course Name: Principles and Practices of Management

- Q 1. "Leader decides the future of organization, Different leadership styles exist among leaders in different times and in different situations". Discuss and give the important leadership styles.
- Q 2. "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning it involves a systematic and continuous process of telling, listing and understanding." Comment.
- Q 3. HCL Technologies has formulated a rather innovative approach to management, where employees come before customers. Every employee ranks their boss, their boss's boss and at least three other company managers on a 1- to -5 scale. Then the results are posted online for everyone to see. This company realizes that satisfied and secure employees can best focus on customer success. HCL has formed new strategic alliances, and is embarking on a rather innovative approach to shared risk with customers. The point is that Indian companies aren't just innovating manufacturing methods, technologies and product design. Management is creating energized creative teams of employees focused on customer success.

Identify the style of leadership which HCL is using and helping its employees with team work. Explain its merits and limitations.

- Q 4. Aarti had been a district sales manager with S company for ten years. She was recognized by her peers and supervisors as a person who managed department in a good way. However everyone realized that Aarti was extremely ambitious and was seeking a higher level management position. When one of her sales representative did good job she would attempt to take the credit. However if a problem arose she thought it was not her fault. When the marketing manager retired Aarti applied for the position. When the search was done the decision was taken to fill the job from outside the company. They felt that she might displease the other managers if she tried to take credit for their work and as a result their performance would suffer. Due to this Aarti became hopeless and her work deteriorated. She became to be late with her sales reports. Although her sales staff continued to be productive. When the new marketing manager took over, one of the first major problems she confronted was

how to get Aarti back on her former performance level.

Identify one of the element of one of the function of management in the above case which Aarti was lacking.

- Q 5. "Control is a fundamental function that ensures work accomplishment according to plans." Analyse this statement and outline the various steps involved in control process.
- Q 6. "Leadership is the inter-personal influence exercised in a situation and directed through communication process towards the attainment of specified goals." Comment.