

ASSIGNMENT 2

CHAPTER - 2 PRINCIPLES OF MANAGEMENT

- Q1.** Principle of Taylor and Fayol are mutually complementary. One believes that management should scientifically select the person and the work assigned should suit his /her physical and intellectual capabilities, while the other suggested that the work can be performed more efficiently if divided into specialized task. Identify and explain the principles of Fayol and Taylor?
- Q2.** Nutan Tiffin Box service was started in Mumbai by Mumbai Dabba waalas. The Dabba waalas who are the souls of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade tiffin to all office goers at right time and place. The service is uninterrupted even on the days of bad weather, political unrest and social disturbance. Recently they have started online booking system through their website 'mydabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the Dabba walas were invited as a guest lectures by top business schools. The Dabba walas operate in a group of 25-30 people along with a group leader. Each group teams up with other groups in order to deliver the tiffin on time. They are not transferred on frequent basis as they have to remember the address of their customers. They follow certain rules while doing trade-no alcohol during working hours; no leave without permission; wearing of white cap & carrying ID cards during business hours. Recently on the suggestion of a few self motivated fellow men, the Dabba walas thought out and executed a plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red stickers if food is left the tiffin, to be fed to poor children later.
- (a) State any two principles of management given by Fayol and one characteristics of management mentioned in the above case.
(b) Given any two values which the Danna Waalas want to communicate to the society.
- Q3.** Nikita and Salman completed their MBA and started working in a MNC at the same level. Both are working hard and are happy with their employer. Salman had the habit of back biting and wrong reporting about his colleagues to impress his boss. All the employees in the organization knew about it. At the time of performance appraisal the performance of Nikita was judged better than salman. Even then their boss, Mohammed sharif decided to promote Salman stating that being female Nikita will not be able to handle the complications of a higher post.
- (a) Identify and explain the principle of management which was not followed by this MNC.
(b) Identify the values which are being ignored quoting the lines from the above para.
- Q4.** Voltech India Ltd. is manufacturing LED bulbs to save electricity and running. However it is under heavy losses. To revive from the losses, the management thought of shifting the unit to a backward area where labour is available at low cost. The management also asked the workers to work overtime without any additional payment and promised to increase the wages of the workers after achieving its mission. Within a short period the company started earning profits because both the management and workers honored their commitments.
- (a) State the principle of management describe in the above para.
(b) Identify any 2 values that a company want to communicate to the society.
- Q5.** Vijay Ltd. Was not performing well. After detailed analysis it was discovered that workers of the Production Department were not satisfied with the behavior of Mr. Vikram, the production manager, as workers were forced to work for long hours without any rest. Keeping this in a view the management decided to replace Mr. Vikram with Mr. Annant who had recently completed his MBA from IIM Ahmedabad. Mr Annant did a detailed analysis of work which involved heavy manual labour. He allowed small pauses to the workers so that they could recharge their energy for optimum contribution.
- (a) Name and explain the technique of scientific management adopted by Mr. Annant.
(b) He further desire to find out the best way of doing a job. Suggest to him the technique of scientific management.
(c) State the values emphasized by allowing small pauses to the workers.

- Q6.** Telco Ltd. manufactures files and folders from old clothes to discourage the use of plastic files and folders. For this, they employ people from nearby villages where very less job opportunities are available. An employee, Harish, designed a plan for cost reduction but it was not welcomed by the production manager. Another employee gave some suggestions for improvements in design, but it was also not appreciated by the production manager.
- (a) State the principle of management that is violated in the above paragraph.
 (b) Identify and two values that the company wants to communicate to the society.
- Q7.** Pawan is working as a Production Manager in CFL Ltd. which manufactures CFL bulbs. There is no class-conflict between the management and workers. The working conditions are very good. The Company is earning huge profits. As a policy, the management shares the profits earned with the workers because they believe in the prosperity of the employees.
- (a) State the principle of management described in the above paragraph.
 (b) Identify any two values which the company wants to communicate to society.
- Q8.** Hina and Harish are typists in a company having the same educational qualifications. Hina gets Rs.3,000 per month and Harish gets Rs.4,000 per month as salaries for the same working hours. Which principle of management is being violated in this case? Name and explain the principle.
- Q9.** Gurpreet is running a retail mart in Varanasi so provide various types of products of daily use under one roof to the buyers. The employee turnover in his business is very high and he is perpetually on a look out for new staff. The fact is that he lacks managerial skills and assigns work to his employees on adhoc basis without letting them settle down in a specific work. This approach creates a sense of insecurity among the employees and they tend to leave the job quickly. However, he is a very god fearing person and offers fair wages to his employees so that they can afford a reasonable standard of living.

In context of the above case:

- (a) Identify and explain the principle of management which Gurpreet is unable to apply and is perpetually on a look out for new staff.
 (b) "He is a very god fearing person and offers fair wages to his employees so that they can afford a reasonable standard of living. "Name and explain the relevant principle of management will has been brought into effect by Gurpreet.
- Q10.** Sanchit, after completing his entrepreneurship course from Sweden returned to India and started a coffee shop 'AromaCoffeeCan' in a famous mall in New Delhi. The speciality of the coffee shop was the special aroma of coffee and a wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Sanchit was keen to find out the reason. He appointed Sandhya, an MBA from a reputed college, as a manager to find out the causes for the same. Sandhya took feedback from the client and found out that though they loved the special unique aroma of coffee but were not happy with the long waiting time being taken to process the order. She analysed and found out that there were many unnecessary obstructions in between which could be eliminated. She fixed a standard time for processing the order. She also realised that there were some flavors whose demand was not enough. So, she also decided to stop the sale of such flavors. As a result with in a short period Sandhya was able to attract the customers Identify and explain any two techniques of scientific management used by Sandhya to solve the problem.