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Question No: 1

ANSWER:

Planning;

- * The management function that ~~assess~~ assesses the management environment to set future objectives and map out activities necessary to achieve those objectives.
- * To be effective, the objectives of individuals, teams, and management should be coordinated to support the firm's mission.

Organizing;

- * The management function that determines how the firm's human, financial, physical, informational, and technical resources are arranged and coordinated to perform tasks to achieve desired goals.
- * The deployment of resources to achieve strategic goals.



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=> Leading;

The management function that energizes people to contribute their best individually and in cooperation with their other people.

Involves:

- * Clearly communicating organizational goals.
- * Inspiring and motivating employees
- * providing an example for others to follow.
- * Guiding others
- * Creating conditions that encourage management of diversity

=> Controlling;

* The management function that measures performance, compares it to objectives, implements necessary changes, and monitors progress.

* Many of these issues involve feedback or identifying potential problems and taking corrective action.



Question 1 (Finish)



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Question No : 2

Answer:

External Environment;

every thing out side an organization's boundaries that might affect it

- General environment
- Task environment

Internal Environment;

the conditions and forces with an organization

- Not all parts of the environment are equally important to all organizations

General Environment; is the set of broad dimensions and forces in an organization's surroundings that create its overall context.

- * International dimension
- * Technological dimension
- * political-legal dimension
- * Socio-cultural dimension
- * Economic dimension



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Task Environment;

Consists of specific organization or groups that influence an organization.

- * Competitors
- * Customers
- * Suppliers
- * Strategic partners
- * Regulators

Factors That Affect Business;

If a business wants to be successful in the marketplace, it is necessary for them to fully understand what factors exert impact on the development of their company.

Once they know about positive and negative effects within and outside the company, they can produce suitable strategies to handle any predicted situation. Therefore, examining internal and external factors is considered the most important task for an enterprise before launch any strategic marketing plan.

← Question 2 (Finiesh) →



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Question No: 3

Answer:

Strategic Planning;

1: Historically Strategic planning emphasized a top-down approach - Senior executives and specialized planning units developed goals and plans for the entire organization.

2: Today Senior executives increasingly are involving managers throughout the organization in the strategy formation process.

3: Strategic management is the new term that has emerged for the Strategic planning process.

4: Strategic Management is a process that involves managers from all parts of the organization in the formulation and implementation of Strategic goals and strategies.

⇒ Corporate Strategy:-

* Corporate strategy the set of businesses, markets, or industries in which an organization competes and the distribution of resources among these entities.



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- * **Concentric** A strategy employed for an organization that operates a single business and competes in a single industry.
- * **Concentration Diversification** A strategy used to add new businesses that produce related products or are involved in related markets and activities.
- * **Vertical Integration** The acquisition or develop^{ent} of new businesses that produce parts or components of the organization's product.

⇒ Business Strategy:

- * Business strategy is the major actions by which a business competes in a particular industry or market.

⇒ Low-Cost Strategy;

- * Low-Cost Strategy is a strategy that an organization uses to build competitive advantage by being efficient and offering a standard, no frills product.

⇒ Functional Strategy;

Function Strategies are strategies implemented by each functional area of the organization to support the organization's business strategy.

← Question: 3 { Finiesh } →



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Question No: 4

Answer:

Stages in the life cycle of the restaurant during Covid-19.

The Covid-19 affects the global food industry as government close down restaurants and bars to slow the spread of the virus.

Across the world, restaurants' daily traffic dropped precipitously compared to the same period in 2019.

1: Closures of restaurants caused a ripple effect among related industries such as food production, liquor, wine, and beer, production, food and beverage shipping, fishing, and farming.

Birth Stage:

- * Establishing the firm
- * Getting customers
- * Finding the money.

Fighting for existence and survival.



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→ Break through Stage .

- * Working on finances
- * Becoming profitable
- * Growing

Coping with growth and text off.

→ Maturity Stage;

- * Refining the Strategy
- * Continuing growth
- * Managing for Success

Investing wisely and staying flexible



Question No:4 (Finish)













