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BSSE- 2nd Semester
Department of Computer Science
Principles Of Management

Q1: How can you prepare yourself to become an effective manager in an increasingly uncertain and global business environment?

Ans:

We can prepare our self to become an effective manager in an increasingly uncertain and global market by SWOT analysis.

A SWOT analysis is useful in bringing together an analysis of both the internal and external environments, by not only considering the current context but also thinking about the future. A PESTLE analysis provides an external focus, whilst SWOT combines that external analysis with an internal assessment of the organization. Its merits are based on it being a simple tool to use, and one that integrates several factors. Critics argue though that it can be overly simplistic.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of your business.

You can use SWOT Analysis to make the most of what you've got, to your organization's best advantage. And you can reduce the chances of failure, by understanding what you're lacking, and eliminating hazards that would otherwise catch you unawares.

Better still, you can start to craft a strategy that distinguishes you from your competitors, and so compete successfully in your market.

- **Strengths:**

Strengths are things that your organization does particularly well, or in a way that distinguishes you from your competitors. Think about the advantages your organization has over other organizations. These might be the motivation of your staff, access to certain materials, or a strong set of manufacturing processes.

Your strengths are an integral part of your organization, so think about what makes it "tick." What do you do better than anyone else? What values drive your business? What unique or lowest-cost resources can you draw upon that others can't? Identify and analyze your organization's Unique Selling Proposition (USP), and add this to the Strengths section.

Then turn your perspective around and ask yourself what your competitors might see as your strengths. What factors mean that you get the sale ahead of them?

Remember, any aspect of your organization is only a strength if it brings you a clear advantage. For example, if all of your competitors provide high-quality products, then a high-quality production process is not a strength in your market: it's a necessity.

- **Weaknesses:**

    Now it's time to consider your organization's weaknesses. Be honest! A SWOT Analysis will only be valuable if you gather all the information you need. So, it's best to be realistic now, and face any unpleasant truths as soon as possible.

Weaknesses, like strengths, are inherent features of your organization, so focus on your people, resources, systems, and procedures. Think about what you could improve, and the sorts of practices you should avoid.

Once again, imagine (or find out) how other people in your market see you. Do they notice weaknesses that you tend to be blind to? Take time to examine how and why your competitors are doing better than you. What are you lacking?

- **Opportunities:**

Opportunities are openings or chances for something positive to happen, but you'll need to claim them for yourself!

They usually arise from situations outside your organization, and require an eye to what might happen in the future. They might arise as developments in the market you serve, or in the technology you use. Being able to spot and exploit opportunities can make a huge difference to your organization's ability to compete and take the lead in your market.

Think about good opportunities you can spot immediately. These don't need to be game-changers: even small advantages can increase your organization's competitiveness. What interesting market trends are you aware of, large or small, which could have an impact?

You should also watch out for changes in government policy related to your field. And changes in social patterns, population profiles, and lifestyles can all throw up interesting opportunities.

- **Threats:**

Threats include anything that can negatively affect your business from the outside, such as supply chain problems, shifts in market requirements, or a shortage of recruits. It's vital to anticipate threats and to take action against them before you become a victim of them and your growth stalls.

Think about the obstacles you face in getting your product to market and selling. You may notice that quality standards or specifications for your products are changing, and that you'll need to change those products if you're to stay in the lead. Evolving technology is an ever-present threat, as well as an opportunity!

Always consider what your competitors are doing, and whether you should be changing your organization's emphasis to meet the challenge. But remember that what they're doing might not be the right thing for you to do, and avoid copying them without knowing how it will improve your position.

Be sure to explore whether your organization is especially exposed to external challenges. Do you have bad debt or cash-flow problems, for example, that could make you vulnerable to even small changes in your market? This is the kind of threat that can seriously damage your business, so be alert.

Q2: Explain the difference between efficiency and effectiveness and their importance for organizational performance.

ANS:

- **Effectiveness**:

Effectiveness, in business, refers to the level of quality with which a task or process is carried out that ultimately leads to higher overall business performance. In other words, does it do what it's supposed to do?

It is how well a business and the people in it perform value-creating tasks, and how well the business functions worth together. Effectiveness can be applied to many parts of business activities. From a managerial standpoint, a business is effective if its people are performing their required tasks. The more consistently employees perform tasks properly, the more effective they are. This includes proper use of communication, technology, organizational and individual knowledge, and resources.

Measures of effectiveness can also be used to describe production in a manufacturing setting. In this case, a process is considered effective if the outcome achieved the desired specifications. In other words, did the product turn out the way that the organization intended? Over a period of time, the more often that products come out meeting specified criteria, the more effective the process is considered. One important note is that effectiveness does not measure efficiency. In other words, effectiveness does not measure how much time or inputs are used in production.

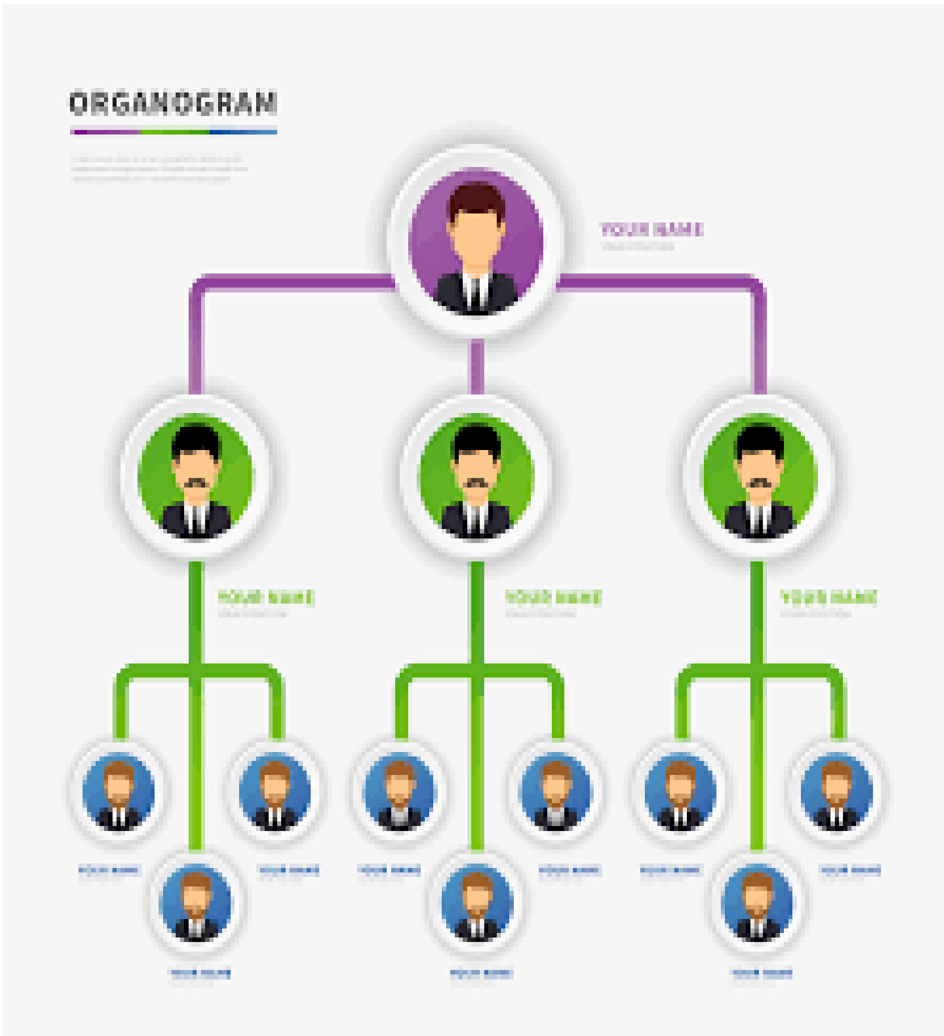
- **Efficiency:**

The state or quality of being efficient, or able to accomplish something with the least waste of time and effort; competency in performance.

In general, we say something is efficient when it maximises outputs with given inputs. In other words, it's the ability to do something well and without waste. Often we try to measure efficiency levels, such as how energy efficient our light bulbs are or how efficient a business is at producing a product.

Q3: Draw organogram/organization chart of any organization and explain the role of First line manager, middle line manager, and Top level manager from this chart.

ANS:



- **Top-level Management:**

High level managers tend to have a substantial amount of experience, ideally across a wide variety of functions. Many high-level managers become part of an executive team by mastering their functional disciplines across various roles, becoming the Chief Operations Officer (COO), Chief Marketing Officer (CMO), Chief Technology Officer (CIO or CTO), Chief Financial Officer (CFO) or Chief Executive Officer (CEO).

Top management teams are also often industry experts, having a close association with the long term trajectory of the businesses they operate in. They often benefit from being charismatic, powerful communicators with a strong sense of accountability, confidence, integrity, and a comfort with risk.

- **Middle-Level Management:**

Middle management is the intermediate management level accountable to top management and responsible for leading lower level managers.

Middle management is at the center of a hierarchical organization, subordinate to the senior management but above the lowest levels of operational staff.

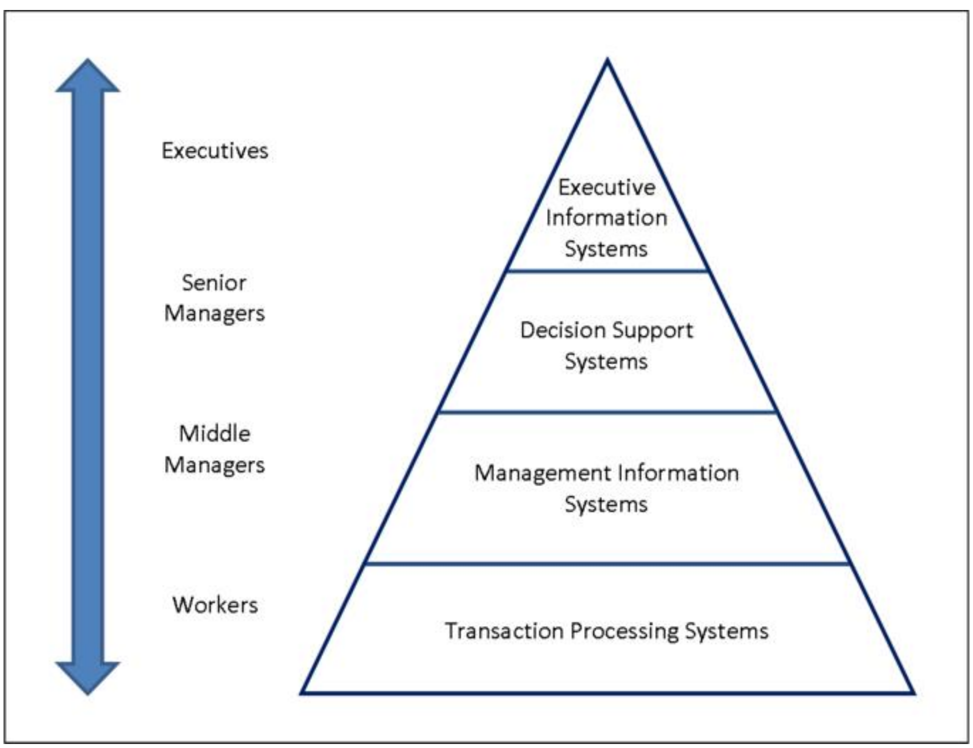
Middle managers are accountable to top management for their department's function. They provide guidance to lower-level managers and inspire them to perform better.

Middle-management functions generally revolve around enabling teams of workers to perform effectively and efficiently and reporting these performance indicators to upper management.

Middle management may be reduced in organizations as a result of reorganization. Such changes can take the form of downsizing, " delayering," and outsourcing.

Most organizations have three management levels: first-level, middle-level, and top-level managers. These managers are classified according to a hierarchy of authority and perform different tasks. In many organizations, the number of managers in each level gives the organization a pyramid structure.

Middle management is the intermediate leadership level of a hierarchical organization, being subordinate to the senior management but above the lowest levels of operational staff. For example, operational supervisors may be considered middle management; they may also be categorized as non-management staff, depending upon the policy of the particular organization.



Four-tier pyramid: Workers, middle managers, senior managers, and executives: This figure illustrates the hierarchy of management within an IT department. Note that middle management is tasked with (1) their tier of technical skills, i.e. information management systems, as well as (2) communication of system efficacy upward to senior managers and (3) delegating tasks downward to workers.

- **Frontline Management:**

Frontline management balances functional expertise with strong interpersonal skills to optimize specific operational processes.

Management is sometimes viewed through a hierarchical frame, dividing management groups by frontline, middle, and upper levels.

Separating management vertically allows different management groups to focus on different organizational scopes. Frontline managers are more zoomed in, whereas executives are more zoomed out.

Frontline managers often balance a functional or technical understanding of those who report to them with the interpersonal skills of a manager.

This form of leadership requires a strong ability to communicate, mentor, train, hire, organize, optimize processes, and prioritize.

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