FINAL

ASSIGNMENT

NAME:

MUHAMMAD SOHAIL

ID#: 14071

DEPT : BS SOFTWARE ENGINEERING

COURSE NAME:

ORGANIZATIONAL

BEHAVIOUR

INSTRUCTOR NAME :

ZARPASH ZAMAN

DATE: 01/07/2020

Q.1:- Do you agree that good communication reduces uncertainty; in your opinion could it have saved Pan Am?

Ans:- Yes, I agree that good communication reduces uncertainty because Effective risk communication can help people make informed decisions by providing structured ways to understand the uncertainties inherent in the choices with which they are presented.

So in my opinion it have saved the Pan Am by four steps of communication

4 Steps to Effectively Communicate in a Crisis

1. Gather the Facts:- Understand the situation, its components, results and future implications as much as possible.

2. Tell the Truth:- While you should work with your communications team on what information you will be sharing, whatever you share needs to be the unadulterated truth.
3. Plan Your Communications:- With the exception of FCC and/or regulatory requirements, all communication should be executed from the “inside out.”
4. Build Communication Skill:- No matter how successful the leader, there is one common truth — communication is a learned skill.

Q.2:- Based on the case study do you think Pan Am was flexible in their decision making?

Ans:- No, Pan am was not flexible in their decision making because Pan American World Airways, or "Pan Am," was principal international air carrier of the United States for most of its lifetime—first flying mail between Key West, Florida, and Havana, Cuba, in 1927. By the 1950s, Pan Am offered "around the world" service and its brand was as familiar abroad as Coca-Cola.

In the Jet Age, Pan Am faced growing challenges as international travel grew and U.S. airlines deregulated in the late 1970s. Pan Am increasingly competed with airlines expanding into foreign markets from extensive domestic routes. Attempting to quickly create a domestic system, Pan Am acquired Miami-based National Airlines in 1980. After selling most of its international routes to raise operating funds, Pan Am ended in bankruptcy in December 1991.

Pan Am was first with scheduled service across the Atlantic in 1939. Early routes to Germany and Western Europe dated to 1946 and American Overseas Airlines (AOA), the transatlantic division of American Airlines. Pan Am had purchased AOA from American on September 25, 1950, acquiring service to Amsterdam, Netherlands; Copenhagen, Denmark; Helsinki, Finland; and Berlin, Frankfurt and other cities in Germany.

Q 3: In your opinion where do you think they made a mistake that caused the failure to the airline.

Ans: Pan Am made numbers of mistakes in its turn around phase. Itfound itself in the post-deregulation with an inflexible and heavily unionized work force together with a mixed aircraft fleet of varying standards. This, coupled with the company's management culture, developed during the secure regulatory years, was to prove to be a problem. With Pan Am's fortunes waning during the highly competitive the organization's Pan Am was again faced with selling what little assets it had to remain viable as the crisis took a heavy financial toll on the organization. It also sold its Internal German Service (IGS) network to Lufthansa for $US150 million. Pan Am decided that to remain as a viable carrier it must sell one of its remaining jewels in the crown - its transatlantic route operation. However, any attempt to clear the sale would require the British government agreeing to ease restrictions on new carriers operating from Heathrow. Delays through inter-governmental negotiations followed and, in the interim, TWA attempted to take-over Pan Am in a $US375 million deal. Finally, terminating any takeover bid by TWA, Pan Am applied for Bankruptcy Protection in the US courts.Pan Am re-negotiated loans to enable it to restructure its finances which had been decimated by the Gulf crisis. Pan Am's revenue generation had been severely curtailed due to the lack of demand. During the initial turnaround attempt, the acute crisis events of Lockerbie, economic recession and the Gulf war were too great for Pan Am to counter with its eroded asset base and diminished route system. The ensuing debt burden and filing of bankruptcy protection saw remaining assets sold and the adoption of a divest or ’get out now’ end-game strategy.

Q.4:- What can you generalize from the case study based on information, was it a group culture organization?

Ans:- This case study is based on group culture organization because Organizational culture works a lot like this. Every company has its own unique personality, just like people do. The unique personality of an organization is referred to as its culture. In groups of people who work together, organizational culture is an invisible but powerful force that influences the behavior of the members of that group.

Organizational culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. These shared values have a strong influence on the people in the organization and dictate how they dress, act, and perform their jobs. Every organization develops and maintains a unique culture, which provides guidelines and boundaries for the behavior of the members of the organization. Let's explore what elements make up an organization's culture.

Organizational culture is composed of seven characteristics that range in priority from high to low. Every organization has a distinct value for each of these characteristics, which, when combined, defines the organization's unique culture. Members of organizations make judgments on the value their organization places on these characteristics and then adjust their behavior to match this perceived set of values. Let's examine each of these seven characteristics.

Q 5 ; Write a summary of the case study and be more specific on what you understood out of this study.

Ans: The purpose of this paper is to encourage understanding of the practical value to managing and communication practitioners of the positive lessons from issue and crisis management cases. Design, methodology and approach, unlike many other areas of management writing, which focus on new approaches and best practice, issue and crisis management cases often highlight “PR disasters”. This paper uses well known examples to explore the reasons for this focus on failure and proposes ways for managers to move beyond schadenfreude to secure genuine learning and competitive advantage from the adverse experiences of others. Findings, whereas many industry cases are self-serving and prone to wisdom after the event, there is a growing body of authoritative case-books and other material which can provide useful evaluation and benchmarking for an organization's own activity, both internal and external. Originality value While academics are familiar with the use of communication case analysis, this paper explores the range of published case study resources for practitioners and other managers who may be less aware of what is currently available and how independent analysis and insight can help facilitate effective performance against accountability.