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**BSSE- 2rd Semester**

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**Department of Computer Science**  
**Assignment Spring 2020**  
**Principles Of Management**

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**Q1 (a):- Explain why organizations need coordination across departments and hierarchical levels, and describe mechanisms for achieving coordination?**

**Answer:**

As companies add positions and departments to meet changing needs, they grow more complex, with hundreds of positions and departments performing incredibly diverse activities. Also, the organization needs systems to process information and enables communication among people in different departments and at different levels. Coordination is the outcome of information and cooperation. Managers can design systems and structures to promote horizontal coordination. In order to achieve coordination, a manager could share information across departmental boundaries to improve horizontal communication and understanding, as well as building his or her people skills to influence and persuade as an effective project manager.6. Identify how structure can be used to achieve an organization's strategic goals. A recent study demonstrated that business performance is strongly influenced by how well the company's structure is aligned with its strategic intent, so managers strive to pick strategies and structures that are congruent. With a differentiation strategy, the organization attempts to develop innovative products unique to the market, and with a cost leadership strategy, the organization strives for internal efficiency.

**(b) Summarize the guidelines for high performance planning in a fast changing environment.**

**Answer:**

***Performance planning:***

Performance planning is the process of communication between a manager and an employee the results in mutual understanding of what the employee should be doing during the next period of time.

**Guidelines:**

To clearly define and communicate to employees the organization's mission, objectives, strategies, and performance goals.

To provide appropriate resources, support, and training to employees in order to achieve goals and targets.

To ensure that employees receive feedback on a continuous basis.

To align job description with organizational objectives and strategy.

To boost motivation and self-concept of the employees.

To provide opportunity to employees for joint goal setting for greater ownership and accountability.

To provide training wherever required, to equip the employee to perform as planned.

To provide an ongoing on the job feedback.

To determine performance goals and targets with the manager.

To develop self-efficiency for providing information on self-performance.

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**Q2: Carefully read the scenarios and identify the PRINCIPLES OF MANAGEMENT.**

**(20)**

I. Ali a commerce student visited a hospital, He observed that in hospital to treat different types of disease there is a separate department and each department is lead by dean of that respective department who is expert in that particular field having knowledge, training and experience of that particular area only, He could relate it to one of the principle of management, IDENTIFY.

**ANSWER: "DIVISION OF WORK"**

II. Sana a sales manager has to negotiate a deal with a buyer, she finds that if she can offer a credit period of 60 days she is likely to clinch the deal which is supposed to fetch the company a net margin of Rs 100,000, Now the company gives power to the manager to offer a credit period of 40 days due to which she could not get the deal, IDENTIFY the principles of management violated above.

**ANSWER: "AUTHORITY AND RESPONSIBILITY"**

III. In the company, Management and labor union entered into an agreement whereby workers have agreed to put in extra hours without any additional payment to revive the company out of loss. In return the management has promised to increase the wages of the workers when this mission is accomplished but afterwards management refused to fulfill its commitment. IDENTIFY the principles of management violated by the

management of the company.
<b>ANSWER:</b> <b>“DISCIPLINE”</b>

IV. Ahmad a sales person is asked to clinch a deal with a buyer and is allowed to give 10% discount by Marketing Manager. But finance department tells him not to offer more than 5 % discount, due to which ahmad is confused. Which principle of management is violated? IDENTIFY.
<b>ANSWER:</b> <b>“UNITY OF COMMAND”</b>

V. A Toyota industry is engaged in manufacturing cars and motorbikes.it has two separate departments for both the products. Each department has its own in charge, plans and executive resources, which leads to focused efforts of all the employees. IDENTIFY the principle of management followed by Toyota industries
<b>ANSWER:</b> <b>“UNITY OF DIRECTION”</b>

**END...**