Iqra national university, Peshawar



 Name Hassan khan

 Id 14908

 Department bba

 Subject principles of management

 Teacher name mis.sameen shah

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**Question no 1:**

**Answer no 1:**

 The different between mission and vision statement are :

**Mission statement:**

 The mission statement of a company is a declaration of what they do every day. If defines day to day activities of their work and every person who works for the organization contributes to that mission. A mission statement talks about how the firm will get to where it and primary objectives related to customer needs and team value. The purpose of mission statement is to inform what do we do today? For whom do we do it? What is the benefit?

**Vision statement:**

 A vision statement is a clear definitive statement of what you want to accomplish, and what the world would will look like once you have accomplished your mission. The vision statement outline where the firm wants to be communicates both the purpose and value of the business. A vision statement talks about the firm’s future. The purpose of vision is to inspire where do we want to be going forward? When do we want to reach that stage? How do we want to do it?

**Example 1:**

 **Company name: Toyota USA**

**Mission:**

 The mission of Toyota Company is to attract and attain customers with high valued products and services and the most satisfying ownership experience in America.

**Vision:**

 The vision of Toyota Company is to be the most successful and respected car company in America.

Example 2:

 **Company name: Google**

**Mission:**

 Mission of Google Company is to organize the world’s information and make it universally accessible and useful.

**Vision:**

 Vision of Google Company is to provide access to the worlds in formation in one click.

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**Question no 2:**

**Answer no 2:**

 The purpose of departmentalization is to contribute to the more effective and efficient use of resources. By determining how individuals will be grouped, departmentalization influences the way an organization operates in several ways. There is no standard ways to divide organization into departments, however the most commonly used pattern of departmentalization are functional, geographical, divisional, hybrid, and matrix. Activities in the organization should be specialized and grouped into department. Work specializations create specialist who needs coordination is facilitated by putting specialist together in departments under the direction of manager. these departments are typically based on the work functions performed the product or service offered, the target customers or clients, the geographical territory covered, or the process used to turn inputs into outputs.

The method or methods should effect the grouping the would best contributes to the attainment of the organization objectives and the goals of individuals units. These ways or methods are given bellow:

**1: functional departmentalization:**

 Functional organization is a form of departmentalization in which individual engaged in one functional activity such as marketing of finance, are grouped into one unit. Under functional departmentalization each major function is organized as a separate department . For example production, sales, financing, and personnel are basic function in a manufacturing enterprise. on the other hand in a retail store buying, selling and finance are the major function.

**2: geographical departmentalization:**

 Geographical departmentalization is especially attractive to large scale firms or rather enterprises whose activities are physically or geographically dispersed. All the activities of given area of operation are grouped into zone, division, branches. The structure is suitable for large scale organization or whose activities are physically or geographically spread.

**3: customer departmentalization:**

 Customer based departmentalization is basically market oriented in which department are created around the market served or around marketing channel. Customers are the key to the way activities are grouped.

**4: Product departmentalization:**

 Grouping of activities and departments formed are given name on the basis of products manufactured in an organization. It is applied where there are several product lines and functional departments fail.

**5: region /area departmentalization:**

 Geographical regions are adopted for main division as well as for subdivision purpose. Useful where business is on international and rational level.

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Question no 3:

Answer no 3:

 **Span of management:**

 The span of management refers to the number of subordinates who can be managed efficiently by a superior. Simply the manager having the group of subordinates who report him directly is called as the span of management.

**Span of management influence the organization structure:**

An organization structure can be influence as follow. The span of management is the number of employees a manager can supervise as easily and effectively as its possible. A wide span of management exists when a manager directly supervises a very large number of employees. A narrow span of management exists when a manager directly supervises only a few subordinates. A narrow span of manager creates large organization structure which are most costly and expensive because it will needs more managers.

**Forms of organizational structure:**

 Different forms of organizational structure are:

**1: hierarchical organizational structure:**

 It’s the most common type of organizational structure structure, the chain of command goes from the top ( e.g., entry level and low level employees) and each employee has a supervisor.

**2: functional organizational structure:**

 Similar to hierarchical organizational structure a functional organizational structure start with position with the highest levels of responsibility at the top and goes down from there. Primarily though employees are organize according to their specific skills and their corresponding function in the company.

**3. Divisional organizational structure:**

 In divisional organizational structures, a company division has control over their own resources, essentially operating like their own company within the team, organization. Each division can have its own marketing team, sales team,, it team, etc.

**4. Matrix organizational structure:**

 A matrix organization charts looks like a grid, and it shows cross functional teams that forms for special projects. For example, an engineer may regularly belong to the engineering department (led by an engineering director) but work on a temporary project (led by project manager ).

**5. Team based organizational structure:**

 It will come as no surprise that a team based organizational structure group’s employees according to (what else) team think scrum team, or tiger team.

**7: network organizational structure:**

 These days, few business have all their service under one roof, and juggling the multitudes of vendors, subcontractors, freelancer, offsite locations and satellite offices can get confusing. A network organizational structure makes sense of the spread of resources.

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**Question no 4:**

**Answer no 4:**

 Stakeholder:

 A stakeholder is anyone as an individual or a collective such as an organization that has an interest in or is concerned with the activities of your business to the extent they are effected by or can influence it. These can be customers, staff, suppliers, finance providers, donors, members, shareholders and many more they all are important.

Stakeholder mapping:

 Stakeholder mapping is a business technique used for identifying the voice of the customer as it relates to an organizations overall business success.

Stakeholder mapping is a four step process of :

* Identifying groups, organizations, and people who are Stakeholders
* Analyzing stakeholders perspective and interest
* Mapping the relationship between stakeholders and company objectives
* Prioritizing and ranking stakeholders.

**Importance of stakeholder mapping:**

 Importance of stakeholder mapping are :

* Stakeholder mapping is essential for the success of a project. The fact is that most projects involve a large number of stakeholders. When you have mapped the stakeholders, it will help in better managing their expectations.
* Engaging with key stakeholders will also help project managers to get invaluable insights. The insights that the stakeholders will share regarding the project will prove invaluable in successful project outcome.
* Moreover actively engaging with the stakeholders will result in increased perception of success. This is because the stakeholders whose expectations are micro managed through stakeholder mapping are far likely to perceive the project as a success.

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**Question no 5:**

**Answer no 5:**

 Importance of Controlling:

 Controlling is an important function of management. Its importance because apparent when we find that it is needed in all the function of controlling of management. Controlling checks mistakes and tell us how new challenges can be met or faced. The success of the organization thus hinges on the effective controlling. Some of the importance of control function of management is:

* Controlling helps managers monitor the effectiveness of their planning organizing, and leading activities.
* Controlling determines what is being accomplished, that is evaluating the performance and, if necessary, taking corrective measures so that the performance takes place according to plans.
* Planning without controlling is useless.
* Undoubtedly controlling also helps manager monitor environment ales and the effect of these changes on the organizational progress.
* The controlling functions help managers to respond to these environmental changes as and when necessary.
* Control help to speed up the cycle involves in creating and then delivering new products and services.
* Control is a feedback information helps compare performance with a standard and to initiate corrective action.

Steps of establishing control mechanism in organization:

 Manager establishes control mechanism in an organization that consist of 4 steps which are as bellow:

**Establish standards to measures performance:**  within organizations overall strategic plan, manager defines goals for organizational departments in specific, operational terms that include standard of performance to compare with organizational activities.

**Measure actual performance:**  most organization prepare formal reports of performance measurement that manager review regularly. This measurement should be related to the standard set in the first step of the control process.

**Compare performance with the standard:**  this step compares actual activities to performance standards. When manager reads computer report or walk through their plants, they identify whether actual performance meets, exceeds, or falls short of standards. Typically performance reports simplify such comparison by placing the performance standards for the reporting period alongside the actual performance for the same period.

**Take corrective action:** when performance deviates from standards, manager must determines what changes, if any, are necessary and how to apply them. if there any issue or changes needed so the manager needs to take corrective actions.

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