

**Iqra National University**

**Program BS Software Engineering**

**Section B**

**Name: IJAZ KHAN**

**ID# 16764**

**Subject Principal of Management**

**Semester (2)**

**Submitted to Miss Mehwish khan**

**Assignment (1)**

Date:9/may/2020.

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

**ANS:**

It is abundantly clear that managers must take necessary steps to be an effective manager in this current global business environment. Managers can adapt to changes by boundary-spanning roles, interorganizational partnerships, and mergers or joint ventures. According to the online text book for Activated Logic “Understanding the marketing environment in which your organization competes and also understanding how the micro & macro-economic forces impact your organization is very important, as these factors present both opportunities and threats”  As upcoming managers prepare themselves to be effective in the increasingly uncertain global business environment, it is evident that knowledge of the following is important: competitors, customers and other elements of the environment. One key component, not to be over looked, is the concept of team work (i.e. joint ventures, partnerships and mergers)

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

**ANS:**

**EFFICIENCY:** efficiency is the ability to avoid wasting materials, energy, efforts, money, and time in doing something or in producing a desire result. In a more general sense, it is the ability to do things well, successfully, and without waste.

So, let’s take a look at an example to help us three efficiencies. Suppose a clothing factory has three machines to help sew the clothing. The machines can produce 100, 75, and 50 clothes sequentially in one week. In this example, the most efficient option is the one that results in 100 clothes. because its produces more products in less time.

**EFFECTIVENESS:** Effectiveness is doing the right things in the right way at the right time. In general, effectiveness is making the right decisions and successfully implementing them. It is the simpler concept of being able to achieve a desired result.

**For example**: an employee who works on the sales floor. If he’s effective, he’ll make sales consistently. If he’s ineffective he’ll struggle to persuade customers to make a purchase. Companies measured effectiveness often by conducting performance reviews. the effectiveness of a workforce has an enormous impact on the quality of a company’s product or service, which often dictates a company’s reputation and customer satisfaction.

**DIFFERENCE B/W EFFICIENCY AND EFFECTIVENESS:** The points given below describe the substantial differences between efficiency and effectiveness:

1. The ability to produce maximum output with limited resources is known as efficiency. The level of the nearness of the actual result with planned is effectiveness.
2. Efficiency is ‘to do the things perfect’ while effectiveness is to do perfect things.
3. Efficiency means doing the things right whereas effectiveness is about doing the right things.
4. The efficiency focuses on the process or “means" where is effectiveness focuses on the end.
5. Efficiency is restricted to the present state whereas effectiveness involves thinking long term.
6. Organization have to be both effective and efficient in order to be successful.

**Importance of organizational performance:** It is thus essential for a business to maintain effectiveness and efficiency continuously. Regards effectiveness, it is important to note that in each and every decision making process, the effectiveness plays a crucial role.

Similarly, being efficient is important to both managers and the employees

Whether you are a part of an organization or have a small business of your own, you are sure to come across the words ‘effective’ and ‘efficient’ while effectiveness refers to doing the right things the way you are supposed to efficiency refers to doing the right things the best way.

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**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:**

**ORGANIZATION:** An organized group of people with a particular purpose OR A group of people who work together in organized way for a shared purpose.

**ORGANIZATION STRUCTURE / CHART:** The system of arrangement the pattern or network of relation between the various position and their holders.

It refers to the arrangement of parts and interrelationship among activities and people

**INVOLVE:** A) No of department section etc.

B) Level of management.

C) The relationships among different part and level.

D) The structure of every organization depends on how the activities are ordered.

E) It refers to the way in which group is form its lines of communication and it’s means for channeling authority and making decision.

**BOARDS OF DIRECTORES**

**(MARKETING MANAGER) CEO (CHIEF EXECETIVE OFFICER) (ADMINISTRATION)**

**FINANCE**

**SALE ADVERTISMENT HUMAN**

**OPERATION RESOURCE**

**PRODUCTION**

**CUSTOMER SERVICE**

**TOP LEVEL:** These are responsible for controlling and overseeing the entire organization.

They develop goals, strategies, plans, company policies and make decision on the direction of the business.

**ROLE:**

**BOARD OF DIRECTION:**

1) Established policies

2) make significant and strategies decisions

3) over see the activity in organization

4) establish mission and vision

5) delegate management

6) provide direction for organization

**MIDDLE LEVEL MANAGERS:** They are accountable to the top management for their departments function **E.G** departmental manager, marketing manager, operation manager, administration manager

**ROLE:**

1. Executing organizational plans in conformance with the company policies and the objective of the top management
2. Defining and discussing information and policies from top management to lower management
3. Inspiring and providing guidance to low level manager toward better performance

**E.G**

**OPERATION MANAGER:** The activity required to create and deliver the goals

**MARKETING MANAGER:** Oversee the promotion of business service product or brand

**LOW LEVEL MANAGER:** These are focus on controlling and directing supervisor section lead’s etc.

**ROLE:**

1) Assigning’s employ task

2) guiding and supervising employs on day to day activity

3) ensuring the quality and quantity of production

4) motivation of employs

5) performance feed back

**E.G**

**SALE MANAGER ROLE:** They are responsible for meeting the sale target of organization through effective planning and budgeting

**ROLE OF FINANCE MANAGER:** Management of cash disposal funds make proper plans and policy according to their budget.

**The end……………………………..**