

NAME	ADNAN
ID	13507
ASSIGNMENT	01...

Q1.

ANS...

Effective manager in an increasingly uncertain and global business environment

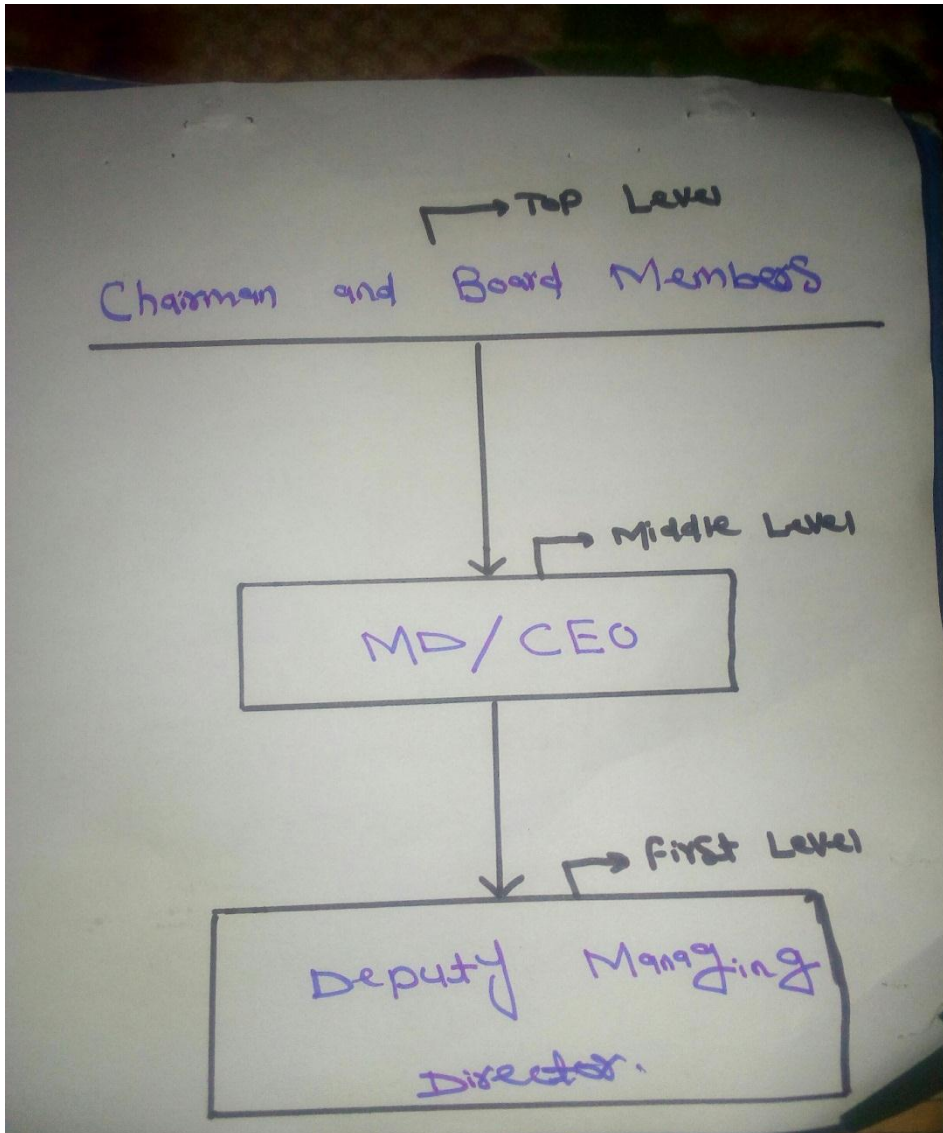
There are following steps that follow you become effective manager in an increasingly uncertain and global business environment...

- Managers can “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.”
- Managers can adapt to changes by boundary-spanning roles, inter organizational partnerships, and mergers or joint ventures. According to the online text book for Activated Logic.
- 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.

Q2.

ANS...

Nestle company Organizational structure...



Roles of Upper Managers are following...

Top level Manager [chairman and Board Members]

Middle level Manager [MD/CEO]

First level Manager [Deputy Managing Director]

Role of chairman and Board Members in nestle organization.

- Nestle chairman Organizing and coordinating the board's activities, such as by setting its annual agenda.

- Chairman Reviewing and evaluating the performance of the CEO and the other board members.
 - Nestle chairman chairing meetings of the board.
 - Regularly review progress on important initiatives and significant issues facing the Group together with the CEO and other relevant members of the management.

Middle level Manager

Role of MD/CEO in nestle organization.

- Executing organizational plans in conformance with the company's policies and the objectives of the top management;
- Nestle CEO is Defining and discussing information and policies from top management to lower management; and most importantly Inspiring and providing guidance to low-level managers towards better performance.
- CEO Designing and implementing reward systems supporting cooperative behavior.

First level Manager

Role of Deputy Managing Director in nestle organization.

- Assigning employees tasks.
 - Guiding and supervising employees on day-to-day activities;
 - Ensuring the quality and quantity of production;
 - Making recommendations and suggestions; and
 - Up channeling employee problems.
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