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SEMESTER	1
COURSE CODE & NAME	DBB1112-BUSINESS AND MANAGEMENT FUNCTIONS

DEMO SAMPLE – ASSIGNMENT SET 1 (PARTIAL ANSWERS: Q1 to Q3)

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ASSIGNMENT SET – 1

Question 01

Answer: Introduction

Business management refers to the process of planning, organising, leading and controlling business activities to enable the achievement of organisational goals in an efficient way. It is significant as it coordinates human, financial and material assets to shared goals. Indian companies like Tata group and Reliance rely on good management to expand in a competitive and dynamic market.

Concept of Business Management

1. Meaning

Business management is a field that involves making strategic choices and maximising resources at the expense of profitability and impact to the society. Managers coordinate the human, financial and material resources to work and develop as a team. Tata Group operates a number of different businesses with organized management.

2. Core Functions

Planning, organising, leading, directing and controlling is the backbone of management. These are interdependent and cyclical functions and therefore the managers have to change with time. Infosys does project planning, allocates groups and tracks the performance against established standards.

3. Evolution

Management became not based on the conventional theories of Frederick Taylor and Henri Fayol, but rather on the agile practices and evidence-based decision-making. It now also covers ethical leadership and social responsibility. Flipkart relies on data to make pricing and stock decisions.

Importance of Business Management

1. Optimization of Resources

Effective management guarantees optimal utilisation of time, money and labour by removing wastes and enhancing efficiency. HUL has a tight supply chain management that lowers its cost and increases output.

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Question 02

Answer: Introduction

Bureaucratic management is a classical theory, which was developed by Max Weber, and which structures an enterprise in such a way that it has a clear hierarchy, formal rules and specialised roles. It is significant, as it provides an efficient and logical means of running big and complicated organisations. A good deal of bureaucratic principles is still adhered to in government departments, public sector banks and large corporations like Tata Group in India.

Max Weber and the Concept of Bureaucracy

1. Max Weber's Background

Max Weber (1864-1920) was a German sociologist and political economist. He learned about the exercise of authority in organisations during industrialisation, where informal leadership was not sufficient in large organisations.

2. Meaning of Bureaucracy

According to Weber, bureaucracy was a form of administration that had clearly defined hierarchies, division of labour and work and decision and work rules. He believed that it was the most logical and effective type of organisation. A typical example is the Indian Railways.

Key Principles of Weber's Bureaucratic Management

1. Specialisation and Division of Labour

Specialisation of work is done on the basis of skills and expertise and this enhances efficiency. TCS specifies roles of developers, testers and managers.

2. Clear Hierarchical Structure

There is one superior and a position assigned to every employee hence authority moves downwards. Accountability is provided through the principle of unity of command. State Bank of India has a definite chain of command.

3. Formal Rules and Regulations.

Standard operating procedures and written rules provide predictability, consistency and fairness and decrease arbitrary decisions. HDFC bank takes an extremely rigorous process on loan approvals.

... Remaining answer continues in the full solved assignment.

Question 03

Answer:

Introduction

Organisational structure is the way tasks, duties, authority and flow of communication are organised to accomplish organisational goals. This is significant as it helps to achieve clarity, accountability and efficiency in a dynamic and competitive environment. In India, various structures are adopted by the companies based on their size, industry and strategy.

Functional Organisational Structure

1. Meaning and Features

Functional structure break down an organisation into functional departments like production, marketing, finance and HR headed by a specialist. It is highly hierarchical, centred and unified command. Such departmental grouping is exhibited in the manufacturing operations of Mahindra.

2. Advantages

It promotes specialisation, enhances efficiency, provides effective career opportunities and eliminates needless duplication of cost. It is easy to supervise since the managers are concerned with a single area. Employees develop in their respective functionality.

3. Disadvantages

The centralised authority leads to delay in decision making and lack of cross department interaction leads to communication barriers. It is also rigid whereby the firm becomes diversified.

Divisional Organisational Structure

1. Meaning and Features

The divisional structure organizes activities in terms of products, customers or geographical locations. Decentralised decision-making, marketing, finance and production departments are semi-autonomous divisions and each has its own marketing, finance and production department. ITC operates independent businesses like FMCG, hotels and paper products.

2. Advantages

It guarantees product and market concentration, quicker choices and quantifiable responsibility. As the firm expands, additional divisions can be easily added. Hindustan Unilever is a company that operates home care, personal care and foods as separate business units.

... Remaining answer continues in the full solved assignment.

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Feel free to message me for details. Thank you! 🙏