**Principles of Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Aryan, a first-year business student, has been assigned to lead his college fest committee. For its success, he needs to plan for budgeting, sponsorships, event scheduling, and logistics. However, he faces challenges such as limited funds, unpredictable weather conditions for outdoor events, and finding reliable volunteers. Aryan is exploring different strategies—securing corporate sponsorships, increasing ticket sales, or requesting additional funding from the college administration. He must evaluate the best approach and ensure smooth execution of the event.**

**Question:**

**Evaluate Aryan’s planning process using the key steps of the Planning Process. Analyze the effectiveness of his decision-making at each stage and suggest improvements where necessary.**

**Answer:**

**Introduction:**

Aryan, a first-year business student, has been entrusted with leading the college fest committee, a task that requires strategic planning and decision-making. His responsibilities include budgeting, securing sponsorships, scheduling events, and handling logistics. However, Aryan faces several challenges such as limited funding, unpredictable weather for outdoor events, and difficulties in finding reliable volunteers. To ensure the success of the event, Aryan must explore different strategies like securing corporate sponsorships, increasing ticket sales, or requesting additional funds from the college administration. As part of his planning process, Aryan needs to evaluate the best approach, take calculated risks, and ensure that the event runs smoothly. This situation presents an opportunity to evaluate Aryan’s planning process through key steps of the planning cycle and assess how well his decision-making aligns with the necessary stages of effective planning. This analysis will help in suggesting improvements for Aryan to better handle the challenges and improve his decision-making skills.

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**Q2A. Pooja is a marketing executive at a growing e-commerce company. She has been assigned the responsibility of selecting a new digital marketing strategy to boost online sales. She has three options: investing in social media advertising, collaborating with influencers, or running email marketing campaigns. Each option has its own benefits and challenges. Social media ads are costly but have a wide reach, influencer marketing can be effective but depends on the credibility of influencers, and email campaigns are cost-effective but may not engage enough customers. Pooja must decide the best approach considering the company’s limited budget and need for immediate results.**

**Question:**

**Apply the decision-making process to analyze Pooja’s situation. How should she approach her decision, and what factors should she consider in selecting the best marketing strategy?**

**Answer:**

**Introduction:**

Pooja, a marketing executive at a growing e-commerce company, faces an important task of choosing the most effective digital marketing strategy to boost online sales. Her decision becomes more challenging due to a limited budget and the need for quick results. The options in front of her include social media advertising, influencer collaboration, and email marketing campaigns. Each has its strengths and drawbacks, making it necessary for Pooja to follow a structured decision-making process. This approach will help her assess each option logically and select the one that aligns best with the company’s goals and resource constraints.

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**Q2B. Amit recently joined as an operations manager in a mid-sized logistics company. He notices that decision-making is slow, as every approval needs to go through multiple layers of management. Employees struggle with communication between departments, causing frequent delays in deliveries. The company follows a hierarchical structure with clearly defined roles, but Amit wonders if a different structure, such as a flat or matrix model, could improve efficiency. However, he also realizes that changing the structure may disrupt existing workflows.**

**Question:**

**Analyze the impact of the company's current organizational structure on its efficiency. How could different structures address the challenges Amit has observed, and what factors should he consider before recommending a change?**

**Answer:**

**Introduction:**

Amit has recently joined a mid-sized logistics company as an operations manager and quickly observed several challenges related to its organizational structure. The company currently follows a hierarchical structure, where decisions are made at the top and passed down through multiple levels. This structure leads to slow decision-making, poor communication between departments, and delays in delivery. Amit is now considering whether adopting a different structure, such as a flat or matrix model, could enhance the company's operational efficiency. Before suggesting any changes, it is essential to assess how different structures could address the problems and what implications a structural shift might have.

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