**Management Theory and Practice**

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

**Internal Assignment Applicable for April 2025 Examination**

**1. Bharat Industries, a traditional textile manufacturer in Surat, is facing declining profits due to rising competition and changing customer preferences. The CEO, Mr. Sharma, recognizes the need for organizational change to adapt to the dynamic market. He aims to introduce new product lines, expand into online retail, and implement a performance-based reward system.**

**Based on the factors influencing organizational structure, how should Mr. Sharma restructure Bharat Industries to achieve its goals?**

**Answer:**

**Introduction:**

Bharat Industries, facing declining profits amid rising competition and shifting customer preferences, must adapt to the changing market landscape. CEO Mr. Sharma aims to restructure the organization to introduce new product lines, expand into online retail, and implement a performance-based reward system. A strategic realignment of the organizational structure is essential to drive innovation, enhance responsiveness, and achieve sustainable growth.

To achieve his goals of adapting to a changing market and improving profitability, Mr. Sharma should consider restructuring Bharat Industries in a way that aligns with both the dynamic industry trends and the new initiatives he plans to implement. Here are key steps based on factors influencing organizational structure:

**This is partially solved sample answer**

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**2. Deccan Delights, a renowned sweet shop in Hyderabad, is facing a sudden drop in sales due to changing consumer preferences towards healthier snacks. The owner, Ms. Reddy, needs to make quick decisions to revive the business. She is considering introducing sugar-free options, expanding the product range to include savory snacks, and launching online delivery services.**

**Based on the types of managerial decision-making, what types of decisions does Ms. Reddy need to make to address the challenges faced by Deccan Delights?**

**Answer:**

**Introduction:**

To address the challenges faced by Deccan Delights, Ms. Reddy needs to make strategic, tactical, and operational decisions. These decisions will help her adapt to changing consumer preferences, expand the product range, and improve accessibility through online services. Each type of decision will play a crucial role in reviving the business and ensuring long-term success.

Ms. Reddy will need to make several types of managerial decisions to address the challenges faced by Deccan Delights. These decisions can be categorized based on the types of decision-making:

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**3. A fast-growing Indian tech startup, "Innovision," is struggling with leadership challenges. The CEO, Ms. Khushboo Sharma, is a brilliant coder but lacks leadership skills. She adopts an autocratic style, making all decisions without considering employee input. This has led to demotivation, low morale, and high employee turnover.**

**3 a. What are the potential negative consequences of Ms. Sharma's autocratic leadership style on Innovision?**

**Answer:**

**Introduction:**

Ms. Khushboo Sharma's autocratic leadership style at Innovision, characterized by her sole decision-making without employee input, could have significant negative effects on the company. While her coding expertise is invaluable, the lack of inclusive leadership may result in low employee morale, stifled innovation, high turnover, and a toxic organizational culture, hindering growth and performance.

Ms. Khushboo Sharma’s autocratic leadership style at Innovision could lead to several negative consequences:

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**3 b. How can Ms. Sharma adapt her leadership style to improve employee morale and motivation at Innovision?**

**Answer:**

**Introduction:**

To improve employee morale and motivation at Innovision, Ms. Khushboo Sharma needs to adapt her autocratic leadership style by embracing a more inclusive and supportive approach. While her technical expertise is essential, a shift towards collaboration, open communication, and employee empowerment is crucial. By valuing employees’ input, fostering trust, and recognizing their contributions, Ms. Sharma can create a positive work environment, encourage innovation, and reduce turnover, leading to improved morale and sustained company growth.

To improve employee morale and motivation at Innovision, Ms. Sharma can consider adapting her leadership style by:

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