**Organisational Theory, Structure and Design**

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

**Internal Assignment Applicable for April 2025 Examination**

**1. For a developing economy like India, encouraging the start-up culture is essential. In this scenario, evaluate the different necessary features of organisation – a large-scale company vs a start-up. Add suitable examples.**

**Answer:**

**Introduction:**

Encouraging the start-up culture in a developing economy like India is crucial for driving innovation, economic growth, and job creation. However, the organizational features of a large-scale company differ significantly from those of a start-up. Both large-scale companies and start-ups play pivotal roles in a developing economy like India. Large companies bring stability, resources, and structured growth, while start-ups drive innovation, agility, and economic dynamism. A balanced ecosystem where both can thrive leads to sustainable economic growth, as evidenced by the rise of companies like **Zomato** (which started as a small start-up) and the stability provided by giants like **Maruti Suzuki**. Encouraging both types of organizations creates a robust and competitive market environment.

Here's a comparative evaluation:

**This is partially solved sample answer**

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**2. Kinetics mobile is losing market share to its competitors India. Analyse using the 7-S Framework of McKinsey to identify potential changes in the strategy of the firm to secure its market position. Evaluate various internally focussed organisational aspects that needs attention. Give suitable examples.**

**Answer:**

**Introduction:**

To help Kinetics Mobile regain its market share in India, we can analyze the company's situation using McKinsey's 7-S Framework, which focuses on seven interrelated elements: Strategy, Structure, Systems, Shared Values, Skills, Style, and Staff. These elements help evaluate internal factors that can influence a company's performance and help it adapt to changing market conditions.

Kinetics Mobile can regain its market position by addressing key internal aspects highlighted by the 7-S Framework. The company must focus on improving product innovation, restructuring the organization for agility, optimizing systems like supply chains and customer service, aligning shared values around customer satisfaction and innovation, investing in skills development, adopting transformational leadership, and empowering staff to take on more responsibility. These changes would help Kinetics Mobile strengthen its competitiveness in India’s growing and competitive mobile market, as exemplified by brands like Xiaomi, OnePlus, and Oppo.

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**3. Ananya, the Managing Director of Summer Vibes clothing company wants to introduce a new work culture for enhancing Organisational Effectiveness. In this context, answer the following with examples:**

**a. Evaluate various organisational parameters for enhancing a clothing company’s effectiveness.**

**Answer:**

**Introduction:**

To enhance the effectiveness of Summer Vibes clothing company, various organizational parameters need to be considered. These parameters help improve productivity, employee satisfaction, customer satisfaction, and overall operational efficiency. Below are key parameters, along with examples, to evaluate:

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**b. Analyze the theory on the Goal Approach along with its pros and cons.**

**Answer:**

**Introduction:**

The **Goal Approach** is a management theory that emphasizes the importance of setting clear objectives and aligning organizational activities to achieve them. It is based on the premise that organizational effectiveness can be measured by the extent to which the company accomplishes its predefined goals. This approach provides a framework for performance management and focuses on both individual and collective goal setting.

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