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| **SESSION** | **JULY 2023** |
| **PROGRAM** | **MASTER of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMBA403-BUSINESS LEADERSHIP** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Assignment Set – 1**

**1. Define Leadership. What are Personal Characteristics of an Effective Leadership?**

**Leadership:** Leadership is the process of influencing others to work towards the achievement of specific goals or objectives. It involves guiding, motivating, and directing a group of people or an organization to achieve desired results. Leadership is not just about being in charge, but about inspiring and enabling others to contribute their best towards a common purpose.

Leadership also involves empowering others to take on responsibilities and develop their own

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**2. What is Contingency Theory? Discuss in detail.**

**Contingency Theory:** Contingency theory is a behavioral theory that suggests that there is no one best way to lead an organization, make decisions, or organize a corporation. Instead, the optimal course of action is contingent (dependent) upon the internal and external situation. The theory argues that the most effective leadership style, organizational structure, or decision-making process is contingent upon various factors, such as the characteristics of

**3. Who coined the term Group and what do you mean by Group Dynamics?**

The term "group dynamics" was coined by Kurt Lewin, a social psychologist and change management expert. Lewin is widely recognized as the founding father of social psychology and was one of the first to study group dynamics and organizational development. He founded the Research Center for Group Dynamics at the Massachusetts Institute of Technology (MIT) in the 1940s.

**4. What is Motivation? Discuss impact of Motivation on Personality and Organisation.**

**Motivation:** Motivation is a psychological force that drives a person to act in a particular way to achieve a desired goal or outcome. It is a complex interplay of internal and external factors that stimulate the desire and energy in people to be continually interested and committed to a job, role, or subject, or to make an effort to attain a goal.

Motivation results from the interaction of both conscious and unconscious factors such as:

**5. What is the significance of organisational culture? What is the outcome-oriented culture in an organization?**

Organisational culture is the shared values, beliefs, and practices of an organization's employees. It influences how employees interact with one another, as well as how they interact with stakeholders outside the organization.

**Here are some key points on its significance:**

1. **Employee Engagement:** A positive and supportive organisational culture helps in engaging employees. When employees feel valued, supported, and aligned with the

**6. Discuss Ethical leadership and its dark sides in detail.**

**Ethical leadership:** Ethical leadership involves demonstrating appropriate conduct through personal actions and interpersonal relationships, and promoting such conduct to followers through two-way communication, reinforcement, and decision-making. Ethical leaders are typically considered as individuals who act as role models by demonstrating fairness, creating an inclusive culture, encouraging feedback, and promoting the values of empathy, honesty, and integrity.