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| **SESSION** | **JANUARY - FEBRUARY 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DBB1112 BUSINESS AND MANAGEMENT FUNCTIONS** |
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**Assignment Set – 1**

**1. Discuss the scope of management in modern organizations and briefly explain how the basic formation of an organization that includes sole proprietorship, partnership, cooperative organisation, and company influences managerial functions and decision-making processes. 3+7**

**Ans 1.**

#### Scope of Management in Modern Organizations

Management today extends far beyond traditional supervision and control. It plays a crucial role in achieving organizational goals efficiently and effectively. Modern organizations operate in a highly dynamic environment where management is responsible for planning, organizing, staffing, directing, coordinating, and controlling resources. The scope also includes strategic decision-making, innovation management, change management, and fostering a competitive edge in global markets. Management focuses on maximizing human potential, ensuring customer satisfaction, and promoting sustainability. As businesses embrace technology,

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**2. Briefly explain the modern approaches to management, and how do they differ from traditional management approaches? 6+4**

**Ans 2.**

**Modern Approaches to Management**

Modern management approaches have evolved to address the complexities of contemporary business environments. The systems approach views organizations as interrelated and interdependent systems interacting with the external environment. Managers under this approach analyze the whole system rather than isolated parts. Contingency approach suggests that management practices must be tailored to fit particular circumstances; there is no one-size-fits-all method. Human relations approach emphasizes the importance of human behavior, needs, and attitudes within organizations. Motivation, leadership, team dynamics, and

**3.Explain the process of departmentalisation. What are the different methods of departmentalisation and how do they impact the organisational structure and its performance? Provide examples to illustrate your answer 4+6**

**Ans 3.**

**Process of Departmentalisation**

Departmentalisation is the process of dividing an organisation into distinct units or departments, each responsible for a specific set of activities. It begins after the major activities of the organisation are identified through job analysis and work breakdown. Similar tasks are grouped together to ensure specialization, efficiency, and clarity in functioning. Managers assign authority and responsibility for each department, ensuring accountability. Communication lines are established between departments to foster coordination.

**Assignment Set – 2**

**4. Explain the importance of interdepartmental coordination in managing the interdependencies among marketing, operations, and finance. How can effective collaboration among these departments enhance resource allocation and support organizational objectives? 5+5**

**Ans 4.**

**Importance of Interdepartmental Coordination**

Interdepartmental coordination is essential for managing interdependencies among marketing, operations, and finance. Marketing, operations, and finance must work together to align product development, production scheduling, budgeting, and customer satisfaction goals. Without coordination, departments may pursue conflicting objectives, leading to inefficiencies and customer dissatisfaction. Effective coordination ensures that marketing campaigns are

**5. Define leadership. Compare and contrast the autocratic, democratic, and laissez-faire leadership styles in terms of their impact on employee motivation, creativity, and overall team performance. 2+8**

**Ans 5.**

**Definition of Leadership**

Leadership is the ability to influence, inspire, and guide individuals or groups toward the achievement of goals. It involves setting a vision, motivating people, building morale, and managing both people and resources effectively. Leadership is not just about authority but about creating an environment where individuals feel empowered and committed to organizational objectives. A good leader adapts their approach based on the situation and the

**6. Analyze the significance of business ethics in today’s corporate landscape. Explain the Key Challenges in Business Ethics and the ways to overcome them. 4+6**

**Ans 6.**

**Significance of Business Ethics in Today’s Corporate Landscape**

**Importance of Business Ethics in Modern Corporations**

Business ethics refers to the moral principles and values that guide behavior and decision-making in business contexts. In today’s corporate landscape, business ethics is more critical than ever due to heightened public scrutiny, regulatory demands, and the global reach of organizations. Ethical practices help build trust with stakeholders, including customers, employees, investors, and communities. Companies that uphold strong ethical standards