

Course Code: **CO-01142**  
Title: **Functional Application of Management**  
Assignment Code: **CO-01142/SDE-C/2017-18**  
Assignment Coverage: **All Modules**  
Maximum Marks: **10**

**Attempt all the Questions.**

**Give answers to each question in 2 to 3 pages.**

1. Define Management. Discuss the principles of modern management (2 marks)
2. What is meant by Financial Management? Discuss core finance functions (2 marks)
3. What is inventory control? Discuss the important techniques of controlling inventory in a manufacturing organization (2 marks)
4. Discuss the challenges of marketing today (2 marks)
5. What is meant by HRM? Discuss the scope of HRM (2 marks)

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Course Code: **CO-01142**  
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Case analysis Code: **CO-01142/SDE-C/2017-18**  
Assignment Coverage: **All Modules**  
Maximum Marks: **10**

**Attempt all the Cases. Each case carries 2 marks.**

**Answers to each case must be limited to no more than one page.**

1. Konark Ltd was engaged in the business of manufacturing computer spare parts. Lately, its business was expanding due to increased demand for computers. The competition was also increasing. In order to keep its market share intact, the company directed its workforce to work overtime. But this resulted in many problems. Due increased pressure of work the efficiency of workers declined. Sometimes, the subordinates had to work for more than one supervisor. The workers were becoming indisciplined. The spirit of teamwork, which had characterized the company previously, had begun to wane. Identify any three principles of management (as given by Henry Fayol) which were begin violated, quoting the lines from the above case.
2. Mr. Dhanush is working as *Operations manager* in TISCO Ltd. Name the managerial level at which he is working. State any four functions he will perform as *Operations Manager* in this company.

3. Nokia wants to modify its existing product, *Nokia 6* in the market due to decreasing sales. What decision/steps should each level of management take to give effort to this decision.

4. Sunrise Ltd is facing a lot of problems these days. It manufactures electronic goods like TV, washing machines, microwave ovens and ACs. The company's margins are under pressure and the profits and market marketing department blame production department for producing goods, which are not good quality to meet customers' expectations. The finance department blames both production and marketing departments for declining return on investment and marketing.

- a) What quality of management do you think the company is lacking? Justify your answer.
- b) State the importance of the concept identified in (a).

5. Ms.Nandita is the marketing manager of a company selling Laptops. She plans the target sale of 2000 laptops per month. She allocates necessary resources to carry out the plan. She has six salesmen working under her. She works with them, guiding and motivating them to achieve the target sales. At the end of the month, after comparison of actual sales with the target sales she found that actual sales exceeds the target sales. She rewards the efficient employee to motivate them.

- a) How does Nandita prove the importance of management? Explain.
- b) Also state any two values which she wants to communicate to the society by her behavior.