**NMIMS**

**Course:** Management theory and practice

**Internal Assignment for June 2020 Examination**

**1. M/s Landmark Construction is facing severe issues between the Management & its union on salaries and other matters. Both the parties are extremely strong & are not willing to budge from their respective stands. As an external consultant, you have been advised to identify & verify all possible conflict resolution techniques. Enlist the advantages & disadvantages of each of these techniques & suggest the best possible conflict resolution technique to solve this standoff between the management & the union**.

**Answer**: According to Gray and Starke – "Conflict is behaviour by a person or group that is purposely designed to inhibit the attainment of goals by another person or group. This 'purposeful inhibition may be active or passive."

From the above definitions we can state that conflict most commonly arises from four circumstances:

1. Conflict can occur when individuals or groups perceive they have mutually exclusive goals or values.
2. Behaviour designed to defeat, reduce or suppress an opponent may cause conflict.
3. Groups that face each other with mutually opposing actions and counter actions cause conflict, and
4. If each group attempts to create a relatively favoured position vis-à-vis the other, conflict may ensue.

**Conflict resolution techniques:**

**Avoidance –** In this

Its half solved sample only

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**2. You have been appointed as an external consultant to M/s PoleStar & Co. It has been observed that employees are currently unsatisfied with the policies of the company & furthermore, a lot of employees have been leaving the organization. What would you do to motivate existing employees & to get hold of new talent from the marketplace. Suggest at least 5 innovative approaches towards employee motivation**

**Answer**: Motivation is “the process that account for an individual’s intensity, direction, and persistence of effort toward attaining a goal.” Intensity is concerned with how hard a person tries. This is the element most of us focus on when we talk about motivation. Direction is the orientation that benefits the organisation. And persistence is a measure of how long a person can maintain his/her effort. Motivated individuals stay with a task long enough to achieve their goal.

**Motivation is important to an individual because**:

* Motivation helps to achieve personal goals.
* Motivation gives job satisfaction.
* Motivation helps in self-development of individual.
* An individual would always gain by working with a dynamic team.

**Similarly, motivation is important to a business because**:

* The more motivated the employees are, the more empowered the team is.
* The more is the team work and individual employee contribution, more profitable and successful is the business.
* During period of change, there is more adaptability and creativity.
* Motivation leads to an optimistic

**3.a. Perform a SWOT analysis on IBM USA?**

**3.b. Which type of Organizational structure does IBM follow (Functional, Divisional or Matrix?) & enlist the advantages & disadvantages of this form?**

**Answer**: a) SWOT is an abbreviation for Strengths, Weaknesses, Opportunities and Threats. SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. SWOT analysis is an important tool for auditing the overall strategic position of a business and its environment. Strengths and weaknesses are internal factors.

**SWOT analysis of IBM**

**Strengths**

**Brand value**: IBM USA is