**ORGANIZATIONAL THEORY, STRUCTURE AND DESIGN.**

**September 2022 Examination**

**Q1. ‘Plum Beauty’ is a cosmetics company that needs help in deciding which type of organisation structure is best suited for it. As their HR consultant, what features of organisation structure do you need to keep in mind? (10 Marks)**

**Ans 1.**

**Introduction**

Organizational structure is a system that reveals how companies are run and how information is passed within the organization to achieve the goal of an organization. Organizational structure purpose is to help the organization to achieve its goals, mission and objectives so that the work can be completed effectively and efficiently. It is very important to have defined structure in any organization which helps the company’s growth and success. It usually gives clarity and about the responsibility and also about the goals which has to be achieved. An organizational structure

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**Q2 .Azhar, the Group HR Head of Sports Unlimited, needs to introduce and monitor the ideal Span of Management in the organisation. In this context, explain the concept of Span of Management. Also, explain the different types of superior subordinate relationships that exist in the organisation. Conclude by stating which one is the best and why? (10 Marks)**

**Ans 2.**

**Introduction**

The concept of span of management was first given by Sir Ian Hamilton in 1922. Span of management and span of control both are same. The span of management is a concept where the number of subordinates whom a superior can effectively supervise. In simple terms the manager having the groups of subordinates who report him directly is called the span management. Span of management depends on many factors such as nature of work, ability of superior, ability of subordinates etc. The

**Q3 .‘Laundry Express’ is a popular laundry chain in Gujarat. The Owner, Jignesh Patel wants to open the company’s subsidiaries pan India. Therefore, he has hired you as his business consultant for advice. Keeping the above scenario in mind,**

**a. Which aspects of the external environment needs to be kept in mind before opening its subsidiaries. Give examples. (5 Marks)**

**Ans 3a.**

**Introduction**

External environment is nothing but the outside factors or influences that impact the operation of business. External environment is basically the macro environment that a business or organization has no control over. The outside environment allows a firm or business to take suitable adjustments to their marketing plan so that the business can be f

**b. In view of this company, explain Porter’s five forces model. (5 Marks)**

**Ans 3b.**

**Introduction**

Porter’s five forces is an analytical model that helps marketers and business to step ahead in this changing and challenging competition. Porter’s 5 forces model helps the industry to determine its strengths and weakness and its level of competition and also rivalry. Porter’s model helps to assess the attractiveness of an industry also help to make strategies for improving profitability.