**Organizational Theory, Structure and Design**

**April 2023 Examination**

**1. ‘Orange Spot’ wants to adapt to its changing business environment. Which three aspects of its business environment should it focus on? Do a PESTEL analysis of a beverage company, in this context. (10 Marks)**

**Ans 1.**

**Introduction**

The business environment is often vibrant. It is continuously altering, and a firm that does not adapt to adjustments goes out of business. Modifications could be in the equipment and technology a company utilizes to generate its goods, to recognize the difference in preferences and choices of the consumer, or a modification in government guidelines. In all the above instances, a company requires to comprehend what the change out there is and just how it will impact the company's activities.

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**2. The VP, James Jenson, of an e-commerce company, wants to do a thorough organisational analysis for his company. Explain how it will help the organisation. Elaborate the VRIO framework, in this context. (10 Marks)**

**Ans 2.**

**Introduction**

Organizational analysis can be specified as appraising the company's personnel, growth, procedures, and workplace. Embarking on a company analysis is helpful, as it enables the administration to determine locations of stamina and weak point and, after that, discover actions for removing the problems.

Essential elements of company analysis include examining outdoor aspects that can affect the company's performance. An organizational analysis also entails assessing a company's potential

**3. As an HR Expert for an automotive company, Reema strongly believes in understanding and differentiating business strategies at different levels. Her boss, however, is unable to comprehend how this bifurcation is feasible. So, she has asked Reema to make a presentation on the company’s different strategic management aspects. Keeping the above scenario in mind,**

**a. Explain how Reema will bifurcate the organization’s strategy at three separate levels. (5 Marks)**

**Ans 3a.**

**Introduction**

A business's Human resource is a department accountable for all the labor force and employee-related operations. As a term, we additionally use it to describe all the workers of a business. We will concentrate on HR as a business feature in the HR meaning.

Based upon the HR interpretation, the human resource division manages an organization's most

**b. Briefly explain the role of Reema as a strategist and help her come up with various types of strategies. (5 Marks)**

**Ans 3b.**

**Introduction**

Reema is an HR specialist at an automobile company and plays a crucial role in the business's work. She manages all the staff members by supplying them with what they require to aid the firm in achieving its purposes and objectives. As a successful firm, it has proficient and gifted staff members. And competent workers are worked