**Management Theory and Practice**

**June 2023 Examination**

**Q1. Ravi Kishan Mills, accompany dealing with making ethanol from sugarcane residue has traditionally been a centralized company from generations run by the founders. Now as the 4th Generation steps in to take over the reins, they feel it’s high time, they go decentralized as the firm has grown leaps and bounds and become a mid-sized company today from the small scale it started with.**

**They have hired you as a consultant for the same. Can you guide them about the same by making them aware of the pros and cons of both and helping them take a decision?)**

**Answer 1**

**Introduction**

Ravi Kishan Mills is a company that has been dealing with ethanol production from sugarcane residue for generations, and it has been run by the founders in a centralized manner. However, with the fourth generation stepping in to take over the reins, the company has grown leaps and bounds and become a mid-sized company today from the small scale it started with. With this growth, they feel that it is high time to consider decentralization as a potential solution to the challenges they face.

As a consultant, my role is to guide Ravi Kishan Mills on the pros and cons of decentralization

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**Q2. Shemaroo entertainment earlier only had a base in Mumbai, India. It has now expanded its wings to other parts of the world too and wants to also get into other avenues of filmmaking. They have hired you as a consultant to help them design their organizational structure as earlier they used to follow the traditional line structure.**

**They would want to use the 6-box model in order to determine what structure will suit them the best. Can you guide them on the same?**

**Answer 2**

**Introduction**

Shemaroo Entertainment is a Mumbai-based Indian media and entertainment company that has been a major player in the Indian entertainment industry for over five decades. Shemaroo Entertainment has a significant presence in the content creation and distribution market in India, with a focus on Bollywood and regional language films. The company has expanded its business globally, with offices in the USA, Canada, UK, UAE, and Singapore. In addition to traditional media, the company has also entered into digital media with its

**Q3. Thakur Publishing house, an age-old Printing press feels that over the years their employees have lost their motivation and their performance standards is dipping.**

**a. They have hired you as a consultant. Can you guide them about how can they use Mc Cleland’s Theory of Needs to motivate their employees?**

**Answer 3a**

**Introduction**

Thakur Publishing house is an age-old printing press that has been in operation for several decades. Over the years, the management has noticed that their employees seem to have lost their motivation, and their performance standards are dipping. As a result, they have hired a consultant to help them identify ways to motivate

**b. Also, can you use ERG Theory, to help guide them to motivate their employees?**

**Answer 3b**

**Introduction**

he ERG theory differs from Maslow's hierarchy of needs in that it allows for the satisfaction of needs to occur simultaneously and not necessarily in a hierarchical order. For example, an individual may prioritize their growth needs over their relatedness needs, or their existence needs