**Essentials of Management**

**September 2023 Examination**

**Q1. Post Covid, the situation across the business world has changed with everything becoming more dynamic. Mr. Rajeev Verma, CEO Timeless Quartz who has always been a transactional leader, has recently heard about situational leadership as the best way forward today. As a leadership Consultant can you guide him on the same. (10 Marks)**

**Ans:**

**Introduction:**

Within the wake of the Covid-19 pandemic, business globally has entirely transformed. The disaster has uncovered the vulnerabilities of traditional leadership styles and highlighted the need for adaptability and agility. As organizations strive to navigate remarkably demanding situations and uncertainties, leaders find new techniques to guide their teams effectively. Mr. Rajeev Verma, the CEO of Undying Quartz, is one such leader who recognizes the want for trade in his leadership style. Having constantly been a transactional chief, he has recently grown aware of situational leadership as an ability to answer to the dynamic business landscape. As a leadership

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**Q2. Blue tonic synthetics plans to change its organizational structure from Line and staff which it had pre covid to a more robust one. Most people are suggesting matrix model but the management is clueless about the same. As a consultant of management, can you guide them on the same? (10 Marks)**

**Ans:**

**Introduction:**

Organizational shape plays a crucial role in determining the success and efficiency of a company. It defines how responsibilities are divided, coordinated, and managed inside an employer. Like many other companies, Blue Tonic Synthetics is contemplating a trade in its organizational structure. Previously, it operated under a Line and personnel model, which may have served its purpose adequately before the COVID-19 pandemic. But in the face of recent challenges and changing business dynamics, the employer seeks a more robust shape to decorate

**Q3. Luxor Pens has recently been taken over by Reynolds Pens and this is a major cultural change for them. They have hired you as their change consultant**

**a. Can you guide them about the process of Change? (5 Marks)**

**Ans:**

**Navigating Change: A Comprehensive Guide for Luxor Pens**

**Introduction:**

Change is an inevitable issue of organizational growth and survival. Luxor Pens' latest acquisition by Reynolds Pens marks a considerable cultural shift for the organization, requiring a structured and well-performed trade management process. As a trade consultant, I'm here to guide Luxor Pens through this transformative journey and help maximize the capability

**b. Also, can you explain Kurt Lewin’s model of change to them? (5 Marks)**

**Ans:**

**Introduction:**

Change is an inevitable part of organizational growth and development. Companies should constantly adapt to stay aggressive and thrive in dynamic business environments. Luxor Pens, a renowned industry brand, has recently undergone a giant cultural trade via its acquisition by Reynolds Pens. As a trade consultant, I guide Luxor Pens via this transitional segment, ensuring