**Organisational Theory, Structure and Design**

**September 2023 Examination**

**1. ‘Fast Wheels’ is an automotive company which wants to change its organization structure to a matrix organization. As there, Change Management expert, explain the important principles of organisational structure that the company must adhere to. Justify with corporate examples. (10 Marks)**

**Ans:**

**Introduction:**

Organizational structure is essential in determining the effectiveness and efficiency of a company's operations. Rapid Wheels, an automotive company, has transitioned from its current system to a matrix organization. This change requires careful consideration of various ideas to ensure a successful implementation.

**Concept and application:**

As a change management expert, it is essential to understand the significance of organizational structure and its impact on a company's average operations. The shape defines how roles, responsibilities, and reporting lines are established within the organization, influencing decision-

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**2. Healthy Hearts Ltd is a surgical equipment manufacturing company, which plans to modify its departmentation system. As their business consultant, suggest them the different bases for departmentation strategy that the can follow in the organisation. Which option do you think is best suited in this case?**

**Ans:**

**Introduction:**

Departmentation plays a crucial function in the organizational shape of companies, as it determines how various functions and activities are grouped to achieve typical desires. Wholesome Hearts Ltd, a surgical device manufacturing company, recognizes the want to adjust its present departmentation system to decorate operational efficiency and adapt to changing market dynamics. As a business consultant, this record ambition to discover different bases for departmentation strategies and recommend the maximum suitable option for healthy Hearts Ltd.

With advancements in medical technology and growing demand for surgical equipment, wholesome Hearts Ltd has become a leading player within the industry. But as the company

**3. ‘Sports Unlimited’ is a major sportswear company in Vietnam, which is planning to expand its business in India. Therefore, it has hired an experienced Market Research Expert like you for suggestions. Keeping the above scenario in mind,**

**a. Explain which aspects of socio-cultural environment do you think should be kept in mind before venturing into India. Give examples.**

**Ans:**

**Introduction:**

Expanding into a new market requires a radical understanding of the sociocultural surroundings, vital in shaping customer behavior, preferences, and marketplace dynamics. Inside the case of unlimited sports venturing into India, it is essential to consider various aspects of the sociocultural environment to make specific a hit access into the Indian market.

**Concept & Application:**

**1. Cultural Diversity:**

India is a diverse country with a rich cultural history of various languages, religions, and

**b. Briefly explain the different approaches that you would suggest for an effective external environmental analysis for this company.**

**Ans:**

**Introduction**

In today's globalized world, expanding into new markets is a common strategy for many groups searching for growth and increased market share. Vietnam-based sportswear company, 'sports unlimited', has set its points of interest on improving its operations in India.

**Concept and Application**

**1. PESTEL Analysis:**

One of the most widely used tactics for outside environmental analysis is the PESTEL