**Principles of Management**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Aryan, a first-year business student, has been assigned to lead his college fest committee. For its success, he needs to plan for budgeting, sponsorships, event scheduling, and logistics. However, he faces challenges such as limited funds, unpredictable weather conditions for outdoor events, and finding reliable volunteers. Aryan is exploring different strategies—securing corporate sponsorships, increasing ticket sales, or requesting additional funding from the college administration. He must evaluate the best approach and ensure smooth execution of the event.**

**Question: Evaluate Aryan’s planning process using the key steps of the Planning Process. Analyze the effectiveness of his decision-making at each stage and suggest improvements where necessary. (10 Marks)**

**Ans 1.**

**Introduction**

Planning is a fundamental function of management that involves setting goals, determining actions to achieve those goals, and mobilizing resources to execute the actions. In the case of Aryan, a first-year business student leading his college fest committee, planning is critical to ensure the smooth execution of the event. Aryan’s responsibilities include managing budgeting, scheduling, sponsorships, and logistics—all of which require structured planning. However, with

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**Q2A. Pooja is a marketing executive at a growing e-commerce company. She has been assigned the responsibility of selecting a new digital marketing strategy to boost online sales. She has three options: investing in social media advertising, collaborating with influencers, or running email marketing campaigns. Each option has its own benefits and challenges. Social media ads are costly but have a wide reach, influencer marketing can be effective but depends on the credibility of influencers, and email campaigns are cost-effective but may not engage enough customers. Pooja must decide the best approach considering the company’s limited budget and need for immediate results.**

**Question: Apply the decision-making process to analyze Pooja’s situation. How should she approach her decision, and what factors should she consider in selecting the best marketing strategy? (5 Marks)**

**Ans 2A.**

**Introduction**

In today’s fast-paced digital environment, marketing professionals like Pooja must make data-driven decisions to achieve results within limited resources. Faced with three options—social media advertising, influencer marketing, and email campaigns—Pooja must evaluate which strategy will best boost online sales. The company expects immediate returns but has a tight budget. Applying the managerial decision-making process can help Pooja objectively assess each alternative and select the most appropriate digital strategy for maximizing impact and minimizing cos

**Q2B. Amit recently joined as an operations manager in a mid-sized logistics company. He notices that decision-making is slow, as every approval needs to go through multiple layers of management. Employees struggle with communication between departments, causing frequent delays in deliveries. The company follows a hierarchical structure with clearly defined roles, but Amit wonders if a different structure, such as a flat or matrix model, could improve efficiency. However, he also realizes that changing the structure may disrupt existing workflows.**

**Question: Analyze the impact of the company's current organizational structure on its efficiency. How could different structures address the challenges Amit has observed, and what factors should he consider before recommending a change? (5 Marks)**

**Ans 2B.**

**Introduction**

Amit’s experience as a new operations manager highlights key challenges in his logistics company—slow decision-making and poor interdepartmental communication. These issues stem from a rigid hierarchical organizational structure, where approvals and communication follow a top-down flow. While hierarchy offers control and clarity in roles, it often slows agility and responsiveness. Amit is considering whether alternative structures like flat or matrix models could