

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Management Theory and Practice

Internal Assignment Applicable for Jun 2026 Examination

Assignment Marks: 30

Instructions

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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

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Q1 A mid-sized services company is planning to implement a new technology platform to streamline operations. The management team is aware that successful adoption will require careful coordination of resources and people. They must ensure that the transition aligns with organizational goals, minimizes disruption, and maximizes employee buy-in. The team is expected to apply the core management functions—planning, organizing, directing, and controlling—to guide the process from start to finish. Given the situation, how can the management team apply the functions of planning, organizing, directing, and controlling to successfully implement a new technology across all departments?

(10 Marks)

Q2 A fast-growing start-up in the fintech sector is at a crossroads. The founding team has so far relied on their intuition, creativity, and informal management style to make quick decisions. As the company scales, investors are pushing for more systematic, research-based management practices. The founders worry that too much structure could stifle innovation, but recognize the need for consistency and accountability as the organization grows. Assess the management approach of a start-up that is debating whether to prioritize systematic, research-based decision-making or rely on the founders' intuition and experience. Evaluate the potential risks and benefits of each approach, and justify which should be emphasized at this stage of the company's development.

(10 Marks)

Q3 (A) A retail company expanding into multiple cities struggles with slow decision cycles at headquarters. Regional managers request more autonomy to respond to local market needs. Create a suitable decision-making structure for the organisation by proposing an optimal mix of centralised and decentralised decisions. Justify how your designed model will improve speed, accountability, and performance.

(5 Marks)

Q3 (B) A technology start-up has grown rapidly and is now facing challenges in maintaining innovation while introducing more formalized management systems. The founders

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are concerned that rigid processes might stifle creativity, but they also recognize the need for systematic planning, organizing, and controlling to achieve their expanding goals. They seek a strategic plan that balances these competing demands. Create a strategic plan for a start-up transitioning from an informal to a formal organizational structure, ensuring the integration of scientific management principles with the flexibility and creativity characteristic of artistic management. What steps would you recommend to maintain innovation while establishing systematic processes?

(5 Marks)
