



## Mid-Term Examination Spring 2021

<b>Course Title: Introduction to Management</b>	<b>Course Code: GC 152</b>
<b>Program: BSIT</b>	<b>Batch: F-20</b>
<b>Date &amp; Time: 15-April-2021 (11:00 a.m-2:00pm)</b>	<b>“Total” Time:03 Hrs.</b>
<b>Teacher Name: Muhammad Imran Saeed</b>	<b>Total Marks:20</b>

### ONLY FOR TEACHER’S USE:

Q. No.	Marks Obtained
1.a)	
1.b)	
2	
...	
<b>Total Marks</b>	

### For Students:

**Student’s Name:**

**M Usama Khizar**

**Student’s Registration Number:**

**3572-FBAS/BSSE/F-17**

### Instructions for Students:

Before starting your examination, please read and follow all the given below instructions carefully. You must affirm the honesty pledge given at the end:

1. Download the question paper titled as “<Name of the Course> Question Paper.pdf” (pdf file) and answer-sheet titled as “<Name of the Course> \_Answer-Booklet.docx” (MS Word document) from the Google Classroom as per instructions of your teacher. You are required to write down/Draw the answers to each question in your own handwriting on neat white papers with blue pen. **Copying from Internet/Notes or any other source is strictly NOT ALLOWED.**
2. **Maximum time to download question paper, attempt and submit/ upload your answer sheets is 3 HOURS.** As soon as you finish your paper, upload your answer booklet on priority basis.
3. You can only upload your exam response **ONCE**. You will not be able to re-upload an additional or amended version. **If you fail to submit it within the due time, your paper shall be considered cancelled.**
4. **How to submit(upload) your answer-booklet/paper:**

After completing your answers, you need to:

- a. Mention your **Name, Registration Number, Page number** and **sign** each page of your handwritten answer-sheet.



- b. Take pictures using mobile camera or Scan each page of your written answers /answer sheets via any scanning software (like, CamScanner).
  - c. Insert all pictures or scanned images of your answer sheets into the **MS WORD** file titled as “<Your-Reg No- Your Name –IM>\_Answer-Booklet.docx” provided by the teacher in the Google Classroom.
  - d. After inserting all the images, save the “<Your-Reg No- Your Name –IM>\_Answer-Booklet.docx” file as a single PDF file (**Only PDF format is acceptable as your answer-booklet**), and upload it in the Google Forms (link of which is provided in the Google Classroom).
  - e. Please make sure you upload the correct document as you will not be able to change this, once it has been submitted.  
(Please see the video tutorial regarding procedure to upload the examination responses, shared in the Google classroom and LMS, accessible on the link (<https://lms.iiu.edu.pk/attempt-via-computer.mp4>) for students using Computers for attempting Examination paper and on the link (<https://lms.iiu.edu.pk/attempt-via-mobile.mp4>) for students using mobile devices for attempting Examination paper).
5. The University views copying from one another's examination paper/ cheating, giving or receiving unpermitted aid, discussion/consultation, plagiarism, impersonation and submission of examination responses/answer sheets through the email IDs of other students as serious disciplinary offences, that fall under the category of **Use of Unfair Means** and will be dealt as per university rules for Unfair Means Control Committee (UMCC).
6. Before you start the paper, you must agree to and sign the following pledge by clicking on the Student's Affirmation check box (**it is mandatory to Tick the Checkbox**): (In case a student does not find the option to tick mark the checkbox, he/she can simply write down 'Yes' in the place of checkbox).
- “I hereby affirm that i) I shall solve this paper on my own and I shall not seek the help of any person(s) with any sort of aid (like telephonic/verbal help, attempted answers related to my examination etc.) while taking my paper, (ii) or will not provide assistance of any sort (verbal or written) to other fellow students. If I am found involved in i) cheating ii) impersonation, iii) or using plagiarized content in my writing, my case may be dealt as per university rules and procedures for using unfair means.”*
- Student's Affirmation: ✓*

**[Start Inserting Images from Page No. 3]**



- a) **PROVIDE ALL ANSWERS IN YOUR OWN WORD.**
- b) **Provide TO THE POINT ANSWERS. Unasked detail will result into negative marking.**

**Q1a). What are four Functions of Management? Describe each within two to three lines BY CONSIDERING YOU AS MANAGER OF AN ORGANIZATION. (5)**



42

Name: Muhammad Usama Khizar

Reg #: 3572-EBAS/BSSE/1E-17

Class: F-17

Date: 15-04-2021

Question no 1(a)

Four Functions of Management :-

The following are the four functions of management :-

- 1) Planning
- 2) Organizing
- 3) Leading
- 4) Controlling

These are "the how" a manager pursues organizational goals, and are universally known as the four functions of management.

Planning :-

The planning involves allocating employee resources and delegating responsibilities, as well as setting realistic timelines and standards for completion.

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Page 2

Organizing :-

A manager's organizational skills can help to ensure a company or departmental unit runs smoothly. It involves bringing manpower and material resources together for the achievement of objectives.

Leading :-

Manager should be comfortable and confident reminding their team members daily task as well as during significant change or challenges.

Controlling :-

To ensure all of the above functions are working toward the success of company, managers should consistently monitor employee performance, quality of work and the efficiency and reliability of complete projects.



**Q1b). Describe does Pakistan has a Customer Responsive Culture? Support your answer with real life example(s). (5)**



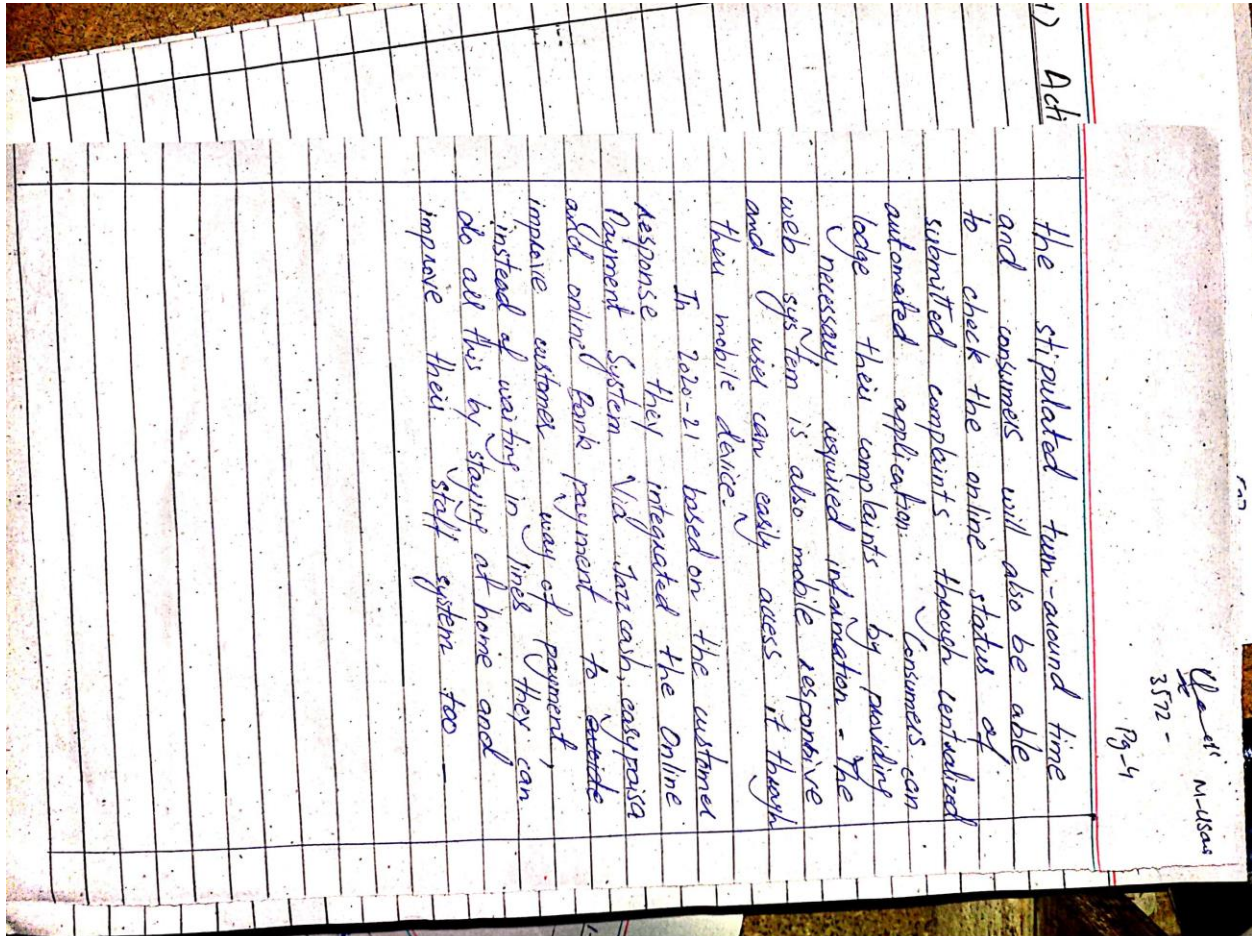
Question no 1 (6)

Customer Responsive Culture in Pakistan:-

Pakistan has a culture that is focused on responding to the needs of customers the moment they need it. Pakistani companies (private or gov.) understood that for the growth and progress they had to be focused on customer response and need to improve or alter their service or product accordingly. In our 24/7 digital world of instant messaging, emails and texting we have established a precedent of instant responsiveness that has transcended into the realm of the customer experience.

Example

PTA (Pakistan Telecommunication Authority) has launched a new official mobile responsive customer complaint management system in Nov-2018. The aim of the designed system is to provide ease and facilitation to the general public for lodging of online complaint through user-friendly interface. The system will resolve complaints within



## Insert ANSWER Image Here

**Q2. How organizations GO GREEN? Discuss each APPROACH (Not more than 5-7 lines) with examples of Organizations (National/ Multinational) in Pakistan. (10)**

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## Question no. 2

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How organizations go Green :-

Organizations can take part in green activities in the community sponsor events, contribute to green research projects, promote Earth Day, establish carpools and encourage staff to use lift schemes public transport or other forms of green transport.

Go Green Approach with examples:-

1) Legal (Light Green) Approach :-

It is the little environmental sensitivity approach in simple one can say doing what is required legally.

Example: Unilever in Pakistan is following the legal approach (registered by government in providing services in every aspects).

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2) Market Approach :-

In this approach the organizations become more sensitive in respond to environmental preferences of the customer.

Example :-

Nestle has been talking the packaging waste requires to ~~provide~~ people to protect people i.e. PSC had remove sulphur and led from petrol to avoid carbon emission in the environment.

3) Stakeholder Approach

This approach is to meet environmental demands of the stake holder's (employee, supplier, community)

Example

Nestle has committed to do 100% waste recycling and make their product environment friendly. They recycle ~~away~~ their used products:-

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