

Part C- Essay Questions

Answer all questions.

Total Marks Allocation: 50 Marks

01. Read the case and answer all the questions

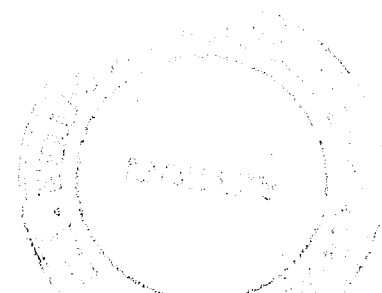
In December 1999, Ford was named the 'Automotive Entrepreneur of the Century' by the Car of the Century (COTC) International panel of journalists and historians for his invaluable contributions to the world and in particular to the field of automobile manufacturing.

In November 1999, Fortune magazine named Henry Ford (Ford), founder of the Ford Motor Company (Ford Co.) as the 'Businessman of the 20th Century.' Ford was accorded this honor for transforming the lives of billions of people and revolutionizing the automobile world by creating a car which was affordable to the common working middle class. Ford was chosen ahead of three other finalists - Alfred Sloan Jr. (General Motors), Thomas Watson (IBM), and Bill Gates (Microsoft) - as the 20th century business leader. Sheryl James (James), Detroit Free Press, reporter, feature writer, and winner of the 1991 Pulitzer Prize for feature writing (journalism), said, "Ford Motor Co.'s founder was a charismatic risk-taker who relentlessly pursued his vision."

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- I. How does the leadership style make impact on business performances?
- II. "The entrepreneurial orientation of the leader is the only factor for an organization to become an entrepreneurial firm" critically evaluate the statement.

(20 Marks)



2. Read the case and answer for the questions

During the last decade of the 20th century, the world of business underwent many fundamental changes. Technological advances in computing allowed some employees to work mostly from home, and the occurrence of beepers and cell phones unclear the line between job and home for many workers. But so far, these new professional aids and tools do not seem to have had much effect on organizational cultures, except for making more employees work longer hours. A new book by Jill Fraser reports that 25 million Americans work more than 49 hours a week, and 11 million work more than 60 hours a week (Fraser, 2001). The stress on white-collar workers is already enormous, and the recent wave of job cuts and volatile stock market fluctuations will probably deepen that stress.

- I. "Organizational communication plays a vital role in the path of superior business performances". Critically evaluate the statement.
- II. Evaluate the advantages and disadvantages of organizational communication arrived with the technological advancements.

(20 Marks)

3. "Organizational culture make good as well as bad impacts of the organizational performances" critically evaluate the statement.

(10 marks)