



MEASI INSTITUTE OF MANAGEMENT

CHENNAI-14

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CASE STUDIES

MANAGEMENT PRINCIPLES AND BUSINESS ETHICS

Case Study Number	1
Level of Teaching	L3
Program Outcomes Covered	PO6, PO8
Course Outcome Covered	C101.1
<p>Voltech India Ltd. is manufacturing LED bulbs to save electricity. However, it is running under heavy losses. To revive from the losses, the management shifts the unit to a backward area where labour is available at a low cost. The management also asks the workers to work overtime without any additional payments and promises to increase the wages of the workers after achieving its mission. Within a short period, the company starts earning profits because both the management and workers honour their commitments.</p> <ol style="list-style-type: none">1. State the principle of management described in the above paragraph.2. Identify any two values that the company wants to communicate to the society.	

Case Study Number	2
Level of Teaching	L3
Program Outcomes Covered	PO1, PO2
Course Outcome Covered	C101.2
<p>Suhasini, a home science graduate from a reputed college, has recently done a cookery course. She wished to start her own venture with a goal to provide 'health food' at reasonable prices. She discussed her idea with her teacher (mentor) who encouraged her. After analysing various options for starting her business venture, they short listed the option to sell ready made and 'ready to make' vegetable shakes and sattu milk shakes. Then, they weighed the pros and cons of both the short listed options.</p> <ol style="list-style-type: none">1. Name the function of management being discussed above and give any one of its characteristics.2. Also briefly discuss any three limitations of the function discussed in the case.	

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Case Study Number	3
Level of Teaching	L3
Program Outcomes Covered	PO5, PO6, PO7
Course Outcome Covered	C101.3

Ramdas, aged 49 is working in an aviation company. He is the senior most employee in his division. He is even senior to the division manager, Kanaputti. Ramdas is considered one of the most committed, capable and hard-working employees. As a result of his abilities and seniority, he generally received the work assignments of his choice. Although there was no formal designation of various „special’ projects assigned to Ramdas, he handled them as a matter of routine. A problem developed when an able and intelligent person Nagarjuna, aged 33, was appointed by Kanaputti. Nagarjun’s previous three years’ experience in the closely related work, made it possible for him to catch on to the routine work of his new job more rapidly than was customary for a new employee. On several occasions, Kanaputti noticed the tension developing between the two employees. However, he didn’t want to get involved in their personal issues as long as the work was completed effectively and efficiently by them. One day, the tension between them reached the boiling point and Ramdas complained to Kanaputti stating that his duties were being largely taken over by Nagarjun. Kanaputti issued the order stating the clear allocation of the jobs and related duties between the two. He further clarified the working relationship between them by specifying who was to report to whom. This helped in reducing the workload, enhancing productivity and removing ambiguity.

1. Identify and state the step of organizing process which has not been carried out properly and contributed to this problem.
2. State the two steps of the organizing process which have been taken by Kanaputti to respond to the complaint of Ramdas.
3. Also state two points of importance of organizing as reflected in the above case.

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Case Study Number	4
Level of Teaching	L3
Program Outcomes Covered	PO4, PO5
Course Outcome Covered	C101.4
<p>Gagan is trying to apply a function of management in his department. First he lets his team perform according to their best potential. Then in a meeting he calls ody and asks his team to check what they have performed. One day it was found that the total number of units produced were 20 less than the set target. It was decided that no worker will go home unless and until this gap of 20 units is overcome.</p> <p>Which function of management is being performed by Gagan and his team? What is '20' in the above case? At which stage of management do you think the target was set? What is its signi-ficance now?</p>	
Case Study Number	5
Level of Teaching	L3
Program Outcomes Covered	PO3, PO8
Course Outcome Covered	C101.5
<p>This case discusses about several controversies faced by American multinational pharmaceutical, medical devices, and consumer packaged goods manufacturer Johnson & Johnson (J&J). The company had been facing issues since 2014 when Chicago-based law firm, Moll Law Group filed its first lawsuit on behalf of its client, Barbara Ross (Ross), a woman in Chicago who had been diagnosed with ovarian cancer. Ross believed that her cancer was due to her daily use of J&J's Baby Powder and Shower to Shower.</p> <p>The law firm filed a complaint in the US District Court for the Northern district of Illinois alleging that J&J had already known or should have known about the potential risks associated with the use of its products and against its negligent practices in failing to warn the consumers. The plaintiff also stated that J&J engaged in fraudulent and deceptive marketing though it was aware of the scientific evidence that talcum powder might increase the risk of developing ovarian cancer. The plaintiff sought a jury trial and punitive and compensatory damages from J&J.</p> <p>Issues: Discuss the challenges faced by J&J with regard to its talcum powder controversy.</p> <ol style="list-style-type: none"> 1. Analyze whether J&J's communication strategy during a crisis can help it restore the faith of its customers in the company. 2. Design a crisis management and public relations strategy for J&J to prove its customers than it did not value profits over their safety. 	

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