

MMPC-011

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL)/ Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration (Financial Management) (MBAFM)/ Master of Business Administration (Human Resource Management) (MBAHM)/ Master of Business Administration (Marketing Management) (MBAMM) Master of Business Administration (Operations Management) (MBAOM)/Post Graduate Diploma in Human Resource Management (PGDIHRM)

ASSIGNMENT

For

January 2025 and July 2025 Sessions

MMPC-011: Social Processes and Behavioural Issues

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 sessions is 31st October, 2025)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-011
Course Title	:	Social Processes and Behavioural Issues
Assignment Code	:	MMPC-011/TMA/JAN/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

Assignment Brief:

Case Study Analysis and Application of OB Theories in Reliance Industries

Read the following case study carefully.

Reliance Industries: Navigating Organizational Dynamics in a Conglomerate

Reliance Industries Limited (RIL) is one of India's largest conglomerates with diversified businesses including petrochemicals, refining, oil, telecommunications (Jio), and retail. Under the leadership of Mukesh Ambani, RIL has seen exponential growth and has become a global player. However, the company faces various organizational behavior challenges such as managing a large and diverse workforce, fostering innovation, maintaining employee engagement, and handling the complexities of rapid growth and diversification. The HR and leadership teams at RIL are continuously working to address these challenges by implementing various OB strategies and practices.

Questions:

a. Organizational Culture:

- i. Describe the organizational culture at Reliance Industries. How does this culture support or hinder the company's objectives?
- ii. Provide examples of cultural practices at RIL that illustrate its values, norms, and beliefs.
- iii. Analyze the impact of organizational culture on employee behavior and company performance.

b. Leadership and Management:

- i. Examine the leadership style of Mukesh Ambani and other top leaders at RIL. How do their leadership styles influence the company's culture and employee behavior?
- ii. Discuss the role of transformational and transactional leadership at RIL. Provide examples of how these leadership styles are manifested in the company's management practices.

c. Motivation and Employee Engagement:

- i. Identify the key factors that contribute to employee motivation and engagement at Reliance Industries. How does the company address these factors?
- ii. Apply two motivation theories (e.g., Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, McClelland's Theory of Needs) to analyze how RIL motivates its employees. Provide specific examples from the company.

d. Communication and Team Dynamics:

- i. Analyze the communication channels and practices at Reliance Industries. How effective are they in ensuring efficient information flow and collaboration?
- ii. Discuss the dynamics of team collaboration within RIL. How does the company manage conflicts and promote teamwork? Provide examples of successful team projects and initiatives.

2. Application of OB Theories:

- i. Select two organizational behavior theories and explain how they can be applied to address the OB challenges at Reliance Industries.
- ii. Discuss how these theories can help in developing effective organizational strategies and practices for the company.

3. Conclusion:

- i. Summarize the key findings from your analysis.
- ii. Provide actionable recommendations for Reliance Industries to enhance its organizational behavior practices and support its growth.

Format:

- Your analysis should be 3,000 to 4,000 words in length.
- Use headings and subheadings to organize your content.

Evaluation Criteria:

- Demonstration of understanding of OB concepts and practices.
- Application of theories to the company's context.
- Quality and depth of analysis.
- Clarity of communication and organization of content.

Note: You are encouraged to use additional resources and real-world examples to support your analysis. Critical thinking and originality will be highly valued in your responses.

Grading Rubric:

Criterion	(A)	(B)	(C)	(D)	(F)
Understanding of OB Concepts	Demonstrates thorough understanding with clear, detailed examples from the case study.	Demonstrates good understanding with relevant examples.	Demonstrates basic understanding with some examples.	Shows limited understanding with few or no examples.	Lacks understanding and does not provide relevant examples.
Application of OB Theories	Skillfully applies theories to case study with deep insight and relevance.	Applies theories well with good relevance.	Applies theories with some relevance.	Limited application of theories with minimal relevance.	Fails to apply theories or does so inaccurately.
Analysis of Company Practices	Provides insightful and well-supported analysis of company practices with strong evidence.	Provides a well-supported analysis with good evidence.	Provides a basic analysis with some supporting evidence.	Provides a weak analysis with little supporting evidence.	Fails to analyze or provides an inaccurate analysis.
Recommendations for Improvement	Proposes highly effective and relevant recommendations with clear, relevant application to the company.	Proposes effective recommendations with good application.	Proposes recommendations with some relevance and application.	Proposes recommendations with limited relevance and application.	Fails to propose appropriate recommendations or does so inaccurately.
Communication and Organization	Exceptionally clear, well-organized, and engaging writing with no errors.	Clear and well-organized writing with minimal errors.	Satisfactory writing with some organization and few errors.	Poorly organized writing with several errors.	Unclear and disorganized writing with many errors.