

St. Mira's College for Girls,  
(Autonomous-Affiliated to Savitribai Phule Pune University)

Class: SYBCOM

Subject: Business Management

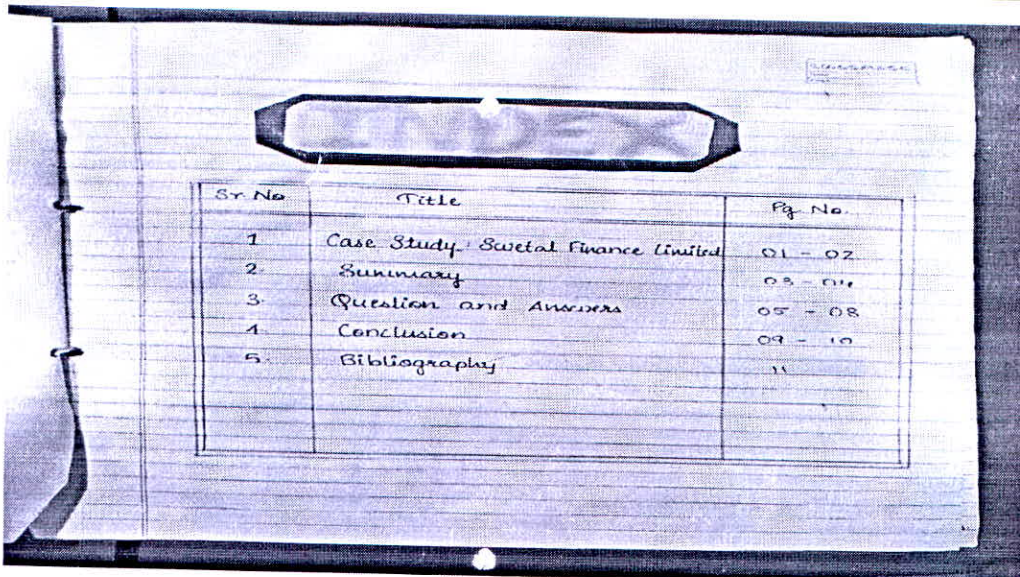
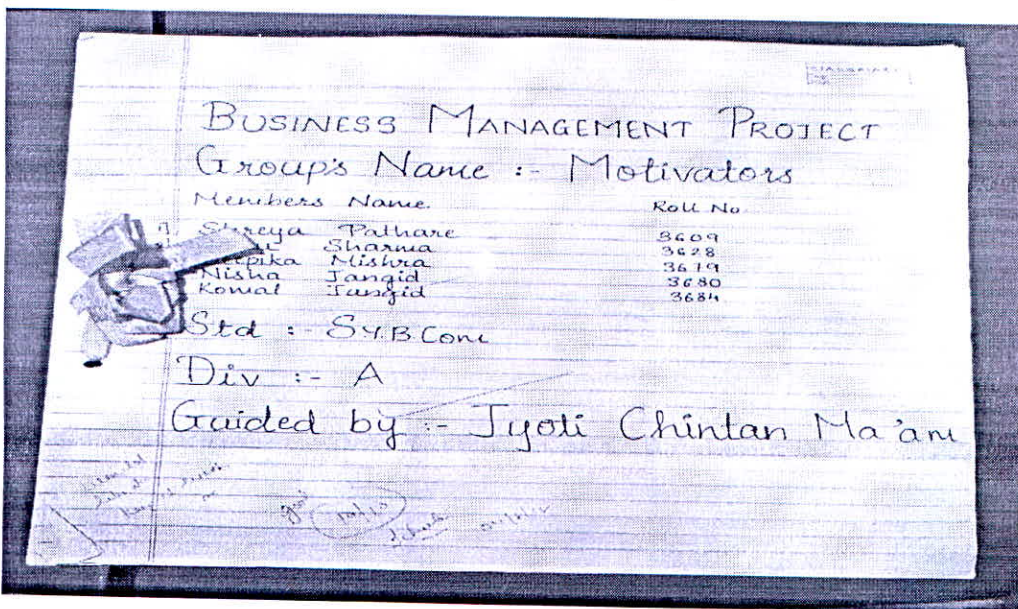
Subject Code: C31601

2018-2019

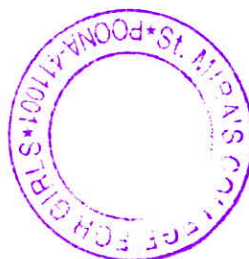
Semester: III

Unit: 2, 3 & 4

Skill Development: Analytical and Critical Thinking



Sub Teacher:  
Jyoti Chintan  
Jyoti



Principal Incharge  
St. Mira's College for Girls



### CASE STUDY : SWETAL FINANCE LIMITED

It is engaged in financing hire purchase of transport vehicles, more particularly heavy and medium trucks. It has its branches in most of the large cities of Northern India. Ranesh joined this company after doing MBA with finance major. After serving for six months at the head office of the company, he was appointed as branch manager of a city having population of about 10 lakh. After joining this branch, Ranesh found that the branch was not working with its full potential. He further realized that the staff members were not adequately motivated to get the things done. There were five staff members, four of them being office personnel while one person was working as a class four employee. Ranesh was eager to motivate these four office personnel to improve the working of the branch. In order to do so, he analysed the personality features and need patterns of these four employees. His analysis revealed the following conclusions about them.

Anand, the senior most employee, is quite creative and may be called as genius to some extent. However, he is highly emotional and always looks for praise from others. Most of the time, he talks about himself and wants to become centre of attention. He tends to live in fantasies and day-dreaming. His work behaviour shows that as long as others praise his work, he comes up with innovative and creative ideas. For every success, he tries to grab all the credit and when there is a sign of failure, he tends to push the responsibility on his colleagues.

Subject Teacher:

Mrs. Jyoti Chintan *Jyoti*



*JK*  
Principal Incharge  
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