

XW-104**010-003107****M.B.A. (Sem. I) Examination
January-2015****Case Pedagogy in Management – 10107
(New Course)****Faculty Code : 010
Subject Code : 003107****Time : 1½ Hours]****[Total Marks : 35**

1. What do you mean by term Case method ? Discuss the utilities of case in modern management classes. **11**

2. Explain types of cases with illustration. **12**

OR

Discuss the role of Students and Instructor in case class.

3. Read the following case and answer the question given at end. **12**

Manoj Kumar graduate from the University of Mumbai with his M.B.A. in 2005. He had number of jobs offers but choose Perfect Motors for several reasons. The Automobile Industry offered excellent career opportunities and Perfect Motors was world's No. 1 two wheeler manufacturing Co. Salaries and benefits are the best in the country at Perfect Motors.

Manoj started his career at Perfect Motors as Financial Analyst at companies engine division. From there he proceeded through a long sequence of increased job responsibilities. By the end of 25th anniversary with the company he had risen to the position of Vice President – Finance in the corporate department. He was also given Director wise from the employees' side. His salary was ₹ 18,00,000 p.a. In the event of good sales he may get an additional bonus of ₹ 10,000 to 2,50,000. But those bonuses had become increasingly rise because Perfect Ltd's Profitability had declined throughout 1990's. This is due to the changes in the market. When Manoj joined the company in 1974 nearly one out of every two Bikes sold in India was Perfect's product. But in 1990 it had gone to one out of every 5 bikes. As the result, Perfect Management has taking drastic action to try to stop its decline in the market share. It was closing inefficient plants, reorganizing divisions, introducing new production

techniques and making heavy reduction in its staff more than 1999 white collar jobs were eliminated one of those was Manoj Kumar's job. In the month of December 2000 just after the completion of 25 years with Perfect Motors, he was given the opportunity to take early retirement. Manoj saw the notice, bill boards, writings, Bit papers that if he didn't take early retirement, it would owing be a matter of five, may be a year or two at best and he would be pushed out, and with less attractive package. So he took the company's offer of 1-year full pay with lifetime medical facilities for him and his family. Manoj wanted to put positive spin on the situation. May be this it was a blessing in disguise. He is only 48 years old. He had 25 years of experience with one of the world famous Bike Company. He may settle down with a company that was growing.

Manoj was out of the job for hardly 1- ½ years. It is now June 2001. He had been responding to more than 25-employment address. He had sent more than 200 applications to different companies. He had interacted with 10 employment firms recruiting executives. He had spent more than ₹ 5,000 for searching a job. All the effort went as waste. He was told that his experience wasn't relevant to present work place. There were no opportunities in big companies. The small companies wanted person with flexibility and they considered personnel like Manoj as "mentally rigid". There are some jobs available but Manoj has to take 50% less his last pay and the employers were very uncomfortable offering. Some are such a relatively low salary, they made Manoj to be demotivated and likely to go act of the job immediately after his joining.

Require :

- (1) How valid do you think the comments are that Manoj was hearing ?
 - (2) If you were a small business concern in need of a person with financial experience would you consider Manoj.
 - (3) What suggestions might you make to Manoj to help him find a suitable job with peaceful mind ?
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