



HEC-161100020107

Seat No. _____

M. B. A. (Sem. I) (CBCS) Examination

November / December – 2017

Case Pedagogy in Management

Time : 1½ Hours]

[Total Marks : 35

- 1 Discuss the role of students and instructor in case class. 12
- 2 What are different types of cases? Explain. 11

OR

- 2 Discuss the advantages and limitations of Case study method. 11
- 3 Read the following case; answer the questions given at end : 12

Mr. Ravi is the Sales Manager of ABC Company. He has 40 employees in his Department, and all are paid commission for their sales in their respective areas. For the past five years, the market for the company's product has been steadily increasing and majority of Mr. Ravi's staff have reached this growth with increased sales. However, one employee namely Mr. Chandra has not kept up with the pace.

Mr. Chandra has been working with this company for over 23 years and is now 54 years old. Mr. Chandra is friendly with everyone and he is the most favorite employee of the organization and he was liked by everyone and also by the customers of the company. The company has always rated Mr. Chandra a very important and loyal employee. Even though he was considered as an asset to the organization, due to his age he has gone into the state of semi -retirement. Mr. Chandra's sales have not increased and he does not have the determination and aim to achieve a significant increase in sales.

Mr. Ravi wishes to change this situation. He wants to motivate Mr. Chandra to concentrate on the sales and make him achieve targets that are achieved by the other young peers. To do this successfully Mr. Chandra must do more than his present work. But Mr. Ravi is not sure how to proceed with it and he is not sure about his actions of motivating him. Moreover Mr. Chandra is on the verge of his retirement.

If you were in the place of Mr. Ravi what action would you take?

Questions :

- (1) Would you threaten to fire him? If yes why?
- (2) Would you increase commission?
- (3) Is there any way to motivate Mr. Chandra in terms of appraisal and rewards?
