

to Managing Director to sanction study leave for two years with pay to enable him to do MBA in SRM University. There was no response to him from Managing Director either for his oral or written request. He continued his trials for three years, i.e. from 2000 to 2003 and stopped requesting the Managing Director.

The Managing Director suddenly found that the performance of Mr. Reddy started declining from 2004. He offered number of benefits and sent a number of warning letters to Mr. Reddy. There was no response or any sign of improvement in his performance.

Questions :

- (a) Is it insensitiveness of the top or to the top in the case?
- (b) What are the reasons for insensitiveness of Mr. Kumaresa Reddy to the warning of the Managing Director?

Register Number :

Name of the Candidate :

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**M.B.A. (Human Resource Management)
DEGREE EXAMINATION, 2012**

(SECOND YEAR)

(PAPER - IX)

**210. ORGANISATIONAL DEVELOPMENT
AND MANAGEMENT OF CHANGE**

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3 = 15)

Answer any FIVE questions.

All questions carry equal marks.

1. What is Organisational Development? How is it undertaken by an organisation?
2. How to develop values?
3. What are the types of change?
4. What is intergroup-peace making intervention?

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5. What is system ramifications ?
6. What is individual organisational change ?
7. Define 'MBO.'
8. When do you identify a change as successful change ?

SECTION - B (3 ×10= 30)

*Answer any THREE questions.
Each question carries TEN marks.*

9. What are the various sources of attitude formation ?
10. Discuss the process involved in Organisational Development.
11. Explain the consultant-client relationship in organisational development.
12. Briefly explain the evolution and concept of organisational change.
13. Describe the directive approaches to organisational change.

SECTION - C (1 ×15= 15)

Answer any ONE question.

14. Explain the different organisational development models and its importance.
15. Briefly explain the theory and management of organisational development.
16. "Change is easy to devise but difficult to implement and nearly impossible to sustain." - Discuss.

SECTION - D (1 ×15= 15)

(Compulsory)

17. *Case Study :*

Mr. Kumaresa Reddy, a graduate in Business Administration, joined Kodak Electronics Ltd., as a salesman in 1990, immediately after his graduation. His sales performance during 1990-2000 was outstanding. The marketing manager of the company encouraged him to pursue higher education. Consequently, Mr. Reddy requested

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