

PGDM (2015-17)
Personal and Managerial Effectiveness
DM-522
Trimester – V, End-Term Examination: December 2016

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write their Roll No. on every page of the question paper; writing anything except the Roll No. will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

- A1. One precondition for personal effectiveness is better self-awareness. In this context, explain the Johari window and its application.
- A2. Explain the importance of advance preparation, testing conditions and building rapport in the process of administering a test.
- A3. Self-report inventories are especially subject to the possibility of deliberate misrepresentation. In this light, explain faking and social desirability.
- A4. Why is there an increasing concern over the communication of test results to make it more meaningful and useful to the recipient?
- A5. An effective job analysis should concentrate on those aspects of performance that differentiate most sharply between the better and the poorer employees. Explain.

Section B

- B1. (a) What are the two types of Construct Validity? What are the two types of Criterion related validity? Explain what each of them mean.

Turn Over

Roll No: _____

(b) All items on a scale to measure Abstract Reasoning were divided into two forms and administered on 10 undergraduate students. Based on their scores given below, estimate the reliability of the scale.

Students	1	2	3	4	5	6	7	8	9	10
Score 1	20	19	18	17	16	14	13	12	10	09
Score 2	19	20	19	17	14	16	14	13	11	12

- B2. (a) Describe any three factors of 16 PF in detail.
- (b) What are the various errors caused due to the test taker and the test administrator that can affect scores on psychological tests? How can they be minimized?
- B3. (a) How are Projective Techniques different from other forms of Psychological Testing? Describe, in detail, the Rorschach Inkblot Test.
- (b) Evaluate Projective techniques in terms of Norms, Reliability and Validity.

Section C

All questions in this section are compulsory.

Hitesh is 25 years old. He belongs to a middle class family and has two elder brothers. His family is a nuclear family. He has done his Engineering from a Tier 1 city. After that he is pursuing PGDM (Marketing) course from a good college. His hobbies include cricket, football and adventure sports. He also loves to travel to various places and explore them with his friends. He has participated in many extra-curricular activities and has won many prizes. His MBTI profile was found to be ENTJ.

Based on this background information and his test score, prepare a report on your administering MBTI on Hitesh on the basis of the following guidelines:

- C1. (a) Aim:
- (b) Administration:
- Precautions -
 - Rapport Formation -
 - Method -
 - Scores and Analysis -
- (c) Interpretation and Discussion:

(9 marks)

Turn Over

Roll No: _____

C2. Two individuals have the following scores on the FIRO-B.

Person A

	I	C	A
E	1	9	3
W	8	1	7

Person B

	I	C	A
E	7	6	8
W	4	5	2

- (a) What is Person A like?
- (b) What is Person B like?
- (c) How will it work if B is A's boss?

(6 marks)

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