

PGDM, 2014-16
Training & Development
DM-322
Trimester – III, End term Examination: April 2015

Time allowed: 2.5 Hours

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

SECTION - A

[Marks-15]

There are 5 questions in this section. Attempt any 3 questions. Each question carries 5 marks.

1. Why would a company use a combination of face- to – face instruction and Web-based training?
2. Which strategic training and development initiatives do you think all companies should support in today's economic climate? Why?
3. What is the difference between Kirkpatrick's Model and Kaufman's Model of Training Evaluation?
4. Explain the David A. Kolb's Experiential Learning.
5. Differentiate Coaching from Mentoring

SECTION - B

[Marks-20]

There are 3 questions in this section. Attempt any 2 questions. Each question carries 10 marks.

1. What is a design document? What is included in it and how is it useful for training?
2. Assume you have to prepare older employees with little computer experience to attend a training course on how to use the World Wide Web. How will you ensure that they have high levels of readiness for training? How will you determine their readiness for training?
3. Describe the process and method(s) that you would like to adopt to train a group of 200 sales persons working at eight locations of a large FMCG company on "Building Effective Customer Relationships".

P.T.O.

SECTION – C(Case Study)

[Marks-15]

Analyse the Case below and answer all the questions given at the end of the case.

Case:

Shering –Plough Health Care Products Inc. decided several years ago to expand its product line by developing pocket size sticks and sprays of Coppertone sun blocks, previously only available as lotions packaged in squeeze bottles. The company placed a strategic emphasis on developing market for this product. The company knew from market research studies that its Coppertone customers were already using the product in its original squeeze container to prevent sunburn. Due to increased awareness of the dangers of excessive skin exposure, consumers who had not previously used sun-block except when at the beach were looking for a daily sun- block product. Company managers reasoned that their market could be expanded significantly if the product were repackaged to fit conveniently in consumer's pockets, purses and gym bags.

1. Identify the training needs that emerge due to this business strategy.
2. What are the training implications of this decision for manufacturing force?
3. Also explain the training implications of this decision for the sales force .