

PGDM, 2018-20
Learning & Development
DM-321

Trimester – III, End term Examination: March 2019

Time Allowed: 2 Hrs, 30 Mins
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**. Use of Calculator is allowed.

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. To meet the needs of the varied learning styles and maximize the learning potential of the participants, what training techniques should be implemented?
4. 'Training should be treated as an investment, but unfortunately it is considered more as expenditure'. Justify
5. "Andragogy is different from Pedagogy". Do you agree? Outline the characteristics of an adult learner.

SECTION - B

[Marks-20]

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

1. Recently you have attended a full seven days training program on instructional design. Using Bloom's Taxonomy, write learning outcomes for each level. You are free to consider any training program of your choice.

2. What is the relationship among the four levels of evaluation? Would you argue for examining all four levels if your boss suggested that you should look only at the last one (Results) and that if it improved, you would know that training had some effect?
3. Imagine you have been asked to design a training workshop for a group of people who have been recruited recently in the sales and marketing department of a reputed FMCG company. How would you proceed? Explain each step in detail.

SECTION C

Case Study

(5*3=15 marks)

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.