

**PGDM (2018-20)**  
**Personal and Managerial Effectiveness**  
**DM-523**  
**Trimester – V, End-Term Examination: December 2019**

Time allowed: 2 Hrs 30 Min  
 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**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	2 short answer questions with internal choices and CILO covered (Questions 1 and 2)  <div style="text-align: center;"><b>and</b></div> 2 long answer questions with internal choices and CILO covered (Questions 3 and 4)  <b>Note:</b> Attempt either (a) or (b) from each question in this section.	2*5    2*10	30
B	Compulsory Case Study (Questions 5, 6 and 7)	20	20
			<b>50</b>

**SECTION A**

1(a) Explain the importance of advance preparation, testing conditions and building rapport in the process of administering a test. (CILO1)

**OR**

1(b) Enumerate any three differences between Attitude Scales and Opinion Surveys. For what purpose are they used? (CILO1)

2(a) Two individuals have the following scores on the FIRO-B.

Person A

	I	C	A
E	2	9	4
W	8	7	6

Person B

	I	C	A
E	7	8	6
W	4	4	3

- (i) What is Person A like?  
 (ii) How will it work if B is A's boss? (CILO2)

**OR**

2(b) What are psychological test norms? What purpose do they serve in a test like 16PF? (CILO2)

**Please Turn Over**

3(a) Personality assessment also makes use of non-test techniques like naturalistic observations, interviewing, ratings and the analysis of life-history data. Explain each of these with suitable examples. (CILO1)

OR

3(b) What are Projective Techniques in Psychological Testing? Explain the merits and demerits of using Projective Techniques, describing any one Projective Test in detail. (CILO1)

4(a) Explain, in detail, the Historical Antecedents and Evolution of Modern Psychological Testing. (CILO1)

OR

4(b) How can the Personal and Managerial Effectiveness of an individual be increased using the following:

- (i) Emotional Intelligence
- (ii) Johari Window? (CILO1)

### SECTION B

5. A scale to measure Verbal Ability was administered on 10 fifth grade students and three months later they were tested on the same scale again. Estimate the reliability of the scale. (CILO2) (5 marks)

Students	1	2	3	4	5	6	7	8	9	10
Test Score 1	19	18	16	15	14	13	12	11	10	09
Test Score 2	18	19	17	16	15	12	14	16	13	12

6. Ritesh took the 16 PF test and got high scores on Warmth and Liveliness and low scores on Rule Consciousness and Abstractedness. What kind of a person is Ritesh? How would you rate him on Machiavellianism? (CILO2) (5 marks)

7. Sanchita is 24 years old. She belongs to a middle class nuclear family and has an elder brother. She has done her graduation from a small town in Commerce stream. After that she is pursuing PGDM (Finance) course from a good college. She spends her free time at home reading, painting, watching movies or playing badminton with peers. She also loves listening to music from Bollywood and classical genres. She has participated and won prizes in painting competitions. Her MBTI profile was found to be INTP. Based on this background information and her test score, prepare a report on your administering MBTI on Sanchita on the basis of the following guidelines:

(a) Aim:

(b) Administration:

- Precautions -
- Rapport Formation -
- Method -
- Scores and Analysis -

(c) Interpretation and Discussion:

(CILO2) (10 marks)