**MOCK PAPER**

Scenario: You've just joined a renowned marketing agency known for its creative flair and vibrant atmosphere. The company has recently welcomed several new hires, including a group of ambitious, young professionals eager to make their mark in the industry. However, with new projects rolling in and deadlines approaching, you observe a dip in morale among some of these fresh recruits. Recognizing the importance of maintaining high levels of motivation and engagement, you propose the implementation of a tailored rewards system to reinvigorate their passion and commitment.

**Q. No 1: Given the scenario outlined, which reward option do you believe would be most effective in motivating these young professionals, and what is your rationale behind this choice?**

Scenario: You've been appointed as a management consultant for a well-established fashion retail brand undergoing a significant transformation in its leadership structure. The company's new CEO, Emily Thompson, is renowned for her innovative approach and visionary leadership style. With the recent changes in leadership, questions arise regarding the comparison between different leadership styles and their effectiveness within the organization.

**Q. No 2: What sources of power and influence does Emily Thompson possess, and how do they contribute to her leadership style? Would you describe Emily Thompson as more of a transactional or transformational leader? Justify your answer.**

Scenario: You're a management consultant tasked with analyzing the leadership dynamics within a rapidly expanding hospitality chain. The company is navigating through various challenges associated with its growth, including maintaining cohesion among diverse teams across different locations. As part of your assessment, you're exploring the importance of different types of power in achieving sustainable managerial effectiveness.

**Q. No 3: Why is it essential for a manager to possess both position power and personal power to attain long-term managerial effectiveness? Provide reasons to support your argument.**