Subject – Industrial Power Electronics   Monsoon (End Sem) – 2024-2025   Full Marks – 100
Subject code: EED403   Branch – 7th BTech EE   Time – 3 Hours
                    Make suitable assumptions as necessary and clearly state them

(Attempt ALL questions)

4	The insurance industry faces unique challenges in recruitment and selection due to its dynamic environment and customer-centric nature. Consider yourself as the HR manager of a leading insurance company and address the following:	
	a. Discuss the six major challenges insurance companies face in recruiting the right talent. Suggest how internal and external recruitment approaches can be used effectively to overcome these challenges. (6*2)	8
	b. Explain the four steps involved in creating a strategic and effective recruitment process for the insurance industry. (4*2)	8
	c. Analyze the four factors that contribute to high attrition rates in the insurance industry and propose strategies for improving employee retention, emphasizing the importance of organizational culture and leadership with suitable examples (2*4+2)	10
5	ABC Enterprises, a mid-sized manufacturing company, is undergoing a major organizational transformation to adopt digital technologies and streamline its operations. The change is driven by both external factors and internal factors. However, the company faces significant resistance from employees and middle management, which is slowing down the change process.	
	a. Discuss three external factors and three internal factors that can force an organization like ABC Enterprises to implement change.	6
	b. Explain why employees and other stakeholders might resist organizational change.	4
	c. Propose three techniques to overcome resistance to change and explain how each can be applied effectively.	6
	d. Based on the scenario, recommend a step-by-step strategy for ABC Enterprises to successfully implement the organizational transformation.	4
6	BrightFutures Ltd. is a growing technology company that recently implemented a formal performance appraisal system to evaluate employee contributions. While the system is designed to improve productivity and provide feedback, some employees feel it lacks transparency and fairness. Management is now revisiting the process to address these concerns and maximize effectiveness.	
	a. Define performance appraisal and explain its importance in an organization like BrightFutures Ltd.	2
	b. Explain goal-setting method using SMART perspective that can be used in the above context.	5
	c. Propose three methods to improve the fairness and transparency of the performance appraisal system at BrightFutures Ltd.	6

End Semester Examination (2024-2025)

FOUNDATIONS OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR (MSO403)

Time: 3 Hrs

Total Marks: 100

Answer all questions	Marks
1. "Organizations evolve over time, but their foundation is timeless management theories. The classical and neoclassical schools of thought have significantly shaped how managers approach efficiency and employee well-being." Elaborate and critically compare the classical and neoclassical theories of management at least five points. Discuss their relevance in today's dynamic business environment. Provide real-world examples to illustrate your arguments.	15 (5+5+5)
2. Global Tech Solutions, a technology company, has undertaken a project to develop a new software product aimed at small businesses. The project is complex and requires seamless coordination across multiple teams, including development, testing, marketing, and customer support. The company's project manager, Ravi, is responsible for ensuring the project is delivered on time and meets the client's expectations. Ravi applies the four functions of management to guide the project successfully.	
a. Identify and explain the four functions of management applied by Ravi in this case.	6
b. Describe the steps involved in implementing each function, using examples from the case.	6
c. Discuss why these functions are critical for the success of an organizational project like this. Provide two practical reasons with examples.	4
3. Riya, a newly appointed manager at a startup, is leading a diverse team with varied career aspirations and work styles. She observes the following behaviors among her team members: Aman: Shows a strong preference for challenging tasks, takes calculated risks, enjoys solving complex problems, and seeks recognition for his achievements. Neha: Values collaboration builds strong relationships within the team, and ensures inclusivity and support among colleagues. Rahul: Prefers working in environments with clear rules and guidelines and feels motivated when he is in a position of authority to make decisions and maintain order.	
a. Identify the most suitable motivation theory to understand the behaviors of Aman, Neha, and Rahul, and briefly explain why this theory is applicable.	2
b. Explain why it is vital for Riya to understand this theory while managing her team, providing two key reasons.	2
c. Describe the different motivational needs outlined in the identified theory, and match each team member (Aman, Neha, Rahul) with their dominant motivational need. Justify your matches.	6

FOUNDATION OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR (MSO503)

Answer all questions

Total: 40

1. "Management theories emphasize the importance of structure, leadership, and efficiency in organizations. Drawing from foundational Fayol's management principles, critically discuss how modern real-world organizations or hypothetical organizations of your own implement these strategies to foster organizational growth and sustainability. Refer to at least six principles from Fayol's management theory, and provide specific examples from companies in the Indian context to support your argument. **12**

2. A retail company traditionally focused on in-store sales is now shifting towards an e-commerce-driven, customer-centric model. The CEO announces this radical change, but many store managers express resistance, questioning the feasibility and impact on their roles.
Using Kotter's 8-Step Change Model, explain how the company can overcome this resistance and build momentum for the successful adoption of the new strategy. Support your answer with relevant examples. **12**

3. Imagine a senior manager in a global technology company overseeing an international project that has encountered delays due to supply chain disruptions, team conflicts, and miscommunication with external partners. The manager must now lead the team through this period, ensure smooth communication with stakeholders, and make critical decisions on resource allocation and timelines
Based on Mintzberg's classification of managerial roles, discuss how this senior manager could effectively utilize different roles to navigate these challenges. **11**

4. In what ways do three different levels of personnel, from senior leadership to front-line employees, contribute to the formulation and execution of strategic and operational plans to enhance the overall effectiveness of organizational planning? **5**