

**POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT**

Term-End Examination

December, 2013

PGDTRM-07 : LIVE CASES/CASE STUDIES

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *There are Two Sections A and B.*
(ii) *Answer any three questions from Section A carrying 20 marks each.*
(iii) *Section B is compulsory which carries 40 marks.*
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SECTION - A

1. (a) Define a case and describe the general features of a case.
(b) Describe different types of cases and their uses.
2. (a) Describe the steps in using the case method.
(b) List the benefits of using case method in teaching management.
3. (a) What are the Action Skills reinforced by cases ?
(b) Discuss the limitations of the case method.
4. As a teacher what are the things you would do when
 - (a) Selecting a case for use in a class
 - (b) Preparing for using a case in a class
 - (c) Conducting a case study in a classroom.

SECTION - B

5. Please read the case and answer the questions at the end.

Pritchard Soap Company

Samatha ("Sam") is, manager of a project that will completely alter the method of adding perfume to Pritchard Soap's "Queen Elizabeth" gift soap line. The new process will greatly extend the number of available scents and should result in a significant increase in sales. The project had been proceeding reasonably well, but fell several weeks behind when the perfume supplier was unable to meet its delivery deadline because of a wildcat strike.

Under normal circumstances this would not have caused problems but the project had been subject to a particularly long evaluation study and now was in danger of not being ready for the Christmas season. The major scheduling problem concerned Pritchard's toxicity lab. Mike Lee Lab manager, had been most Co-operative in scheduling the Queen Elizabeth perfumes for toxicity testing. He had gone out of his way to rearrange his own schedule to accomodate Sam's project. Because of the strike at the perfume supplier's factory, however the perfumes will not be ready for the test as scheduled, and the new test date given by Lee to Sam will not allow her to make the new line available by Christmas. Sam feels that the project might not have been approved if senior management had known that they would miss Christmas.

- (a) What are the areas this can be used in ?
Discuss .
 - (b) What are the lessons to learn from it ?
 - (c) Write a teaching note for the above case.
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