

POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT

Term-End Examination

June, 2014

PGDTRM-07 : LIVE CASES/CASE STUDIES

Time : 3 hours

Maximum Marks : 100

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

SECTION - A

1. (a) Which are the professional skill development achieved through case method ?
(b) What are the features of live cases ? How are they different from ordinary business cases ?
2. (a) Discuss the merits and limitations of case method.
(b) What are the constraints in introducing case method in Management Schools in India ?
3. (a) There are no right and wrong decisions in a case. Then, how can one account for its usefulness in Management Education ? Explain giving an example.

- (b) What are the common mistakes committed by Students and Instructors during a case discussion ?
4. (a) Describe the different steps in case writing and explain the activities of each step.
- (b) What is a teaching note ? How is it written ?

SECTION - B

5. Read the case below and answer the questions given at the end.

Asian Services Ltd.

An Australian firm - Asian Services - uses multi-cultural project teams to provide liasoning services for firms wishing to enter into business in certain eastern regions of the former Soviet Republic. The diversity of these teams foster the breadth of knowledge required to identify appropriate contacts and agents who can facilitate the new startup. However the selection of a project leader continues to be a stumbling block in the process. If a native of the target economy is selected, his/her knowledge of procedures and pitfalls is invaluable, but native managers lack understanding of how a modern business operates and may not have the ability to keep a multi-cultural team together. On the other hand a foreign manager who is up to date on modern business practices and multi-cultural people management usually trips on the

peculiarities of local laws, culture or environment. Clearly, either one can use the other as a critical member of the project team to offer counsel.

Questions :

- (a) What arrangements of the above choices would you recommend and why ?
 - (b) What other problems do you see in such situations ? Discuss.
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