

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

Term-End Examination

December, 2011

PGDTRM-07 : LIVE CASES/CASE STUDIES

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *There are two Sections A and B.*
(ii) *Answer any three questions from Section A.*
(iii) *Section B is compulsory*

SECTION - A

1. What are the advantages and disadvantages of the use of CASE methodology in teaching of Management ? Discuss. 20
2. Discuss the steps in identification, and use of a case for teaching in an MBA classroom. What are the common pitfalls in case supported teaching ? 20
3. What are the skills that can be developed through case method and what are their applications in actual Business situations ? Explain. 20
4. What are the roles and responsibilities of a Case tutor ? Discuss. 20
5. What are the roles and responsibilities of a learner in a class where case method is in use ? Explain. 20

SECTION - B

6. Please read the following case and answer the questions given at the end. 40

TAP Group was into the area of wholesale of grocery products for three generations. In 1990 they started their first supermarket which was a great success. During that decade they slowly expanded by putting up one supermarket each in nearby district Headquarter towns in five districts and the state capital. They concentrated on quality and ambience and their clients were the upper middle and higher class. They were on to a strategy of slow and steady growth, money for expansion was raised by the group itself and the control was not diluted by co-opting more shareholders/partners.

In the five years beginning 2005, many new players entered the organised retailing market and many new outlets were started. This resulted in a small dent in the market of TAP Group. Seeing this as a threat the group decided to expand quickly. Since they did not have the required funds, loans promising steady good returns were taken and two new partners were brought into the group.

The number of supermarkets were increased from 12 in 2005 to 48 in 2009. During

this expansion more money than they thought got used in fixed capital. The inventory was not turning at the earlier rate and more working capital was required which they were unable to raise.

Questions :

- (a) Prepare a teaching note for the above case.
 - (b) Describe the pedagogical tools and techniques that you need to apply to illustrate the distinctive aspects of the above case.
 - (c) Discuss the learning potential of the case.
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