

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

Term-End Examination

December, 2014

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**.
(iii) Section **B** is **compulsory**.
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SECTION - A

1. What are the characteristics of case method of teaching and how does case method enable the students to learn ? 20
2. Explain the role of case method in management curriculum. Discuss the various steps involved in case analysis. 20
3. Explain the roles and responsibilities of a case tutor and learner. Discuss the problems encountered by students in case method. 20
4. What is case writing ? Explain the need for writing good cases. 20
5. What are the challenges in introducing case method of teaching in management education ? Discuss. 20

SECTION - B

6. Please read the following case and answer the questions at the end. 20

Mr. Rajesh, a young mechanical Engineer, did MBA with marketing management specialization. He was selected as Assistant Sales Manager during a campus interview by a medium-sized Engineering company 'TECHNOVA'. Technova is engaged in manufacturing and installation of water purifiers. The plants are made according to the capacity requirement of each client. Rajesh with his excellent marketing and communication skills managed to get orders worth ₹ 75 lakhs in the first quarter and ₹ 120 lakhs in the next quarter. The performance of Rajesh was appreciated by one and all in the company. Paramasivam, the marketing manager announced that Rajesh is eligible for a one week trip to Singapore on company expense. Paramasivam recommended his case to the MD and he readily approved the proposal limiting the maximum expenditure to ₹ one lakh.

Mr. Rajesh wanted the incentive amount approved for the Singapore trip in cash as he wanted to repay a loan he has taken for buying a house plot. But the company did not agree and Rajesh with his family went to Singapore. He ultimately had to spent around ₹ 1.75 lakhs on the whole trip and requested the management to reimburse the excess amount incurred by him. The management did not approve his request.

Rajesh is frustrated and unhappy as his Singapore trip proved to be a burden instead of incentive. The marketing manager totally ignored the issue. The colleagues of Rajesh say that Rajesh is likely to quit the company. MD is worried.

Questions

- (a) Explain the tools and techniques needed to analyse the above case.
- (b) How does the above case provide learning opportunities for the students ?
- (c) Comment on the incentive given by 'Technova' to Mr. Rajesh.

7. **Please read the following case and answer the questions given at the end.** **20**

Non-renewable sources of energy are becoming dearer and scarce world over. The only alternative is to depend on renewable sources of energy. There is a general awareness that only the solar energy can power the world in future. Available technologies for using solar energy are very costly. In spite of the prohibitive cost, several business initiatives are coming-up and the industry is growing at a rapid pace.

E-Solar, a small scale company, based in South India, has developed an equipment to charge inverter batteries using solar panels and also provide power for domestic needs in day time. During nights, the household equipments work from the mains.

E-Solar is owned and managed by Mr. Robert, an electronics engineer. Within the first year of operation, E- Solar earned a profit of 20%. Motivated by this success, Robert decided to expand his business by adding new products and expanding his market. He decided to engage a marketing consultant to develop a marketing plan.

Questions :

- (a) Being a management teacher, what are the suggestions you can provide to Mr. Robert in his attempt to expand his business ?
 - (b) Prepare a teaching note for the above case.
 - (c) Discuss the different approaches for analysing this case.
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