

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

Term-End Examination

June, 2013

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. Do you think case method is more effective than other methods of teaching in making students achieve a more realistic and integrated view of business decision making ? Why ? Describe how learning takes place in a case discussion ? **20**

2. What are the constraints in introducing Case method in Management Education in India ? How popular is case method in Management education in India ? **20**

3. List out the common mistakes committed by students and instructors during a case discussion? Suggest ways in which these mistakes can be avoided ? **20**

4. Describe the different steps in case writing ? 20
Explain the activities at each such stage ?

5. What are the precautions that you should take 20
while drafting a case ? What is a teaching note ?
How is it written ? Explain.

SECTION - B

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

The conventional retail segment in India which provides employment and source of income to millions of people is all set for radical reforms. The Department of Industrial Policy and Promotion (DIPP) Government of India, has in a discussion paper, thrown open the possibility of entry of Foreign Direct Investment in the multi-brand retail business in our country. Currently India's policy restricts entry of foreign players into multi-brand retail, but allows 51% FDI in single brand retail and 100 percent in the cash-and-carry (whole sale) formats. Any move to introduce FDI in retailing is likely to meet stiff opposition from political parties and domestic retailers.

The supporters of FDI in multi-brand retail argue that with faster changes taking place in the manufacturing and business sectors in India, the country cannot afford to lose this business opportunity. The Planning Commission of India also supports FDI in multi-brand retail. Modern retail marketing is supported on the ground that it will benefit the farmers with better prices by avoiding middle men and longer supply chain and will help trim down inflation to a great extent. Supporters of mega firms in retailing also point

out that it would reduce the problem of substantial wastage of perishable food and vegetable items in India caused on account of lack of proper storage and food processing facilities and thereby bring in more marketable surpluses of such items. They also hold the opinion that the purchasing power of people is increasing fast, and therefore, we need to ensure faster pace of growth of retailing business. Since India is emerging as a promising investment destination, many multinational companies are likely to enter into retailing on a large scale.

Questions

- (a) Prepare a teaching note for the above case.
 - (b) In your opinion, what are the possible advantages and disadvantages of entry of multinational into Indian retailing ?
 - (c) What are the likely issues that may emerge in the current retail scenario of the country with entry of foreign retail giants ? Do you think consumers will be benefited by FDI in the retail sector ?
 - (d) In your opinion, what additional information would be helpful to present the exact picture of the problem in this case?
-