

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

Term-End Examination

December, 2010

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 different types of cases generally used in management teaching ? Discuss the merits and limitations of case method. 20
2. Discuss the roles and Responsibilities of a case tutor. Discuss the type of preparations needed for an effective case lesson. 20
3. What are the problems encountered in case teaching ? Do you think that case method fetch false confidence in Management students and professionals ? 20

4. Explain the difficulties that a case writer may experience while writing business case write a sample format of a business case. 20

5. What are the steps involved in a case discussion ? 20
Do you think tutors will benefit from case analysis ? Do you consider case method ideal for teaching Management concepts ? Discuss.

SECTION-B

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

Me BAN has a history of being a leading men's wear brand in the country for 54 years and has markets in many parts of the world including EU and the USA. It is held in high esteem for its quality workmanship and design. Their product line also includes designer accessories among others.

Me BAN is on massive expansion plan and has decided to extend "Pure Men's Brand" to the woman's wear Segment. Based on the knowledge of consumer behaviour learners are required to explore the possible merits and demerits of this move by Me BAN. The impact of the move may also be examined in terms of perception of existing and potential Buyers.

Questions

- (1) Prepare a teaching note for this case. Examine how the above case may be discussed so that it brings in understanding, learning and problem solving opportunities for the learners ?
- (2) Suggest methods by which active discussions may be promoted among the learners while handling the above case.
- (3) Describe the practical learning outcome of the above case

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

Over the years after independence, various governments have designed policies and allocated substantial resources for improving academic research and to ensure greater impact on business and management by transfer of knowledge to potential users. The faculty and students of Letmathe School of Business, renowned for its long standing contributions to research, are engaged in active government funded research on various business and management issues. Yet, the fact remains that much of the support for profitable and worth while exchange of knowledge between the school's academia and the businesses has not taken place.

There are apparently a number of barriers that limit the scope for fruitful exchanges between the academics and practioners while the academics point out inability of the practioners to grasp and implement outcomes of research which may often turn out to be characteristically abstract, the practioners assign a variety of reasons. Most important of which is lack of relevance, given the contexts in which research findings have to be applied. The academicians fear that generating devices that may solve the direct and immediate problems may be counter productive as it may take away the rigour of academic research and

hinder inducement for academic research. The school therefore, wishes to remain focussed on longer range topics related to business and management. At the same time, it wants to faster knowledge creation and knowledge sharing and cultivate sustainable industry co-operation without which the student' business engagement and learning experiences may be limited. How does Letmathe School of Business reconcile the divergence in interest so that it realizes the expectations of the stacke holders without role conflicts and uncertainty ?

Questions

- (1) Reflect on your own personal experience or those of your colleagues/associates in different Management institutions and suggest how you can enhance the learning experience of students by discussing the above case ?
 - (2) How will you resolve the problems if the students report incomplete information ?
 - (3) In your opinion, what additional information would be helpful to present the exact picture of the problem ? Also comment on the challenges facing business schools in the field of research.
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