

**M.B.A. DEGREE EXAMINATIONS: DECEMBER - 2008**

Fourth Semester

**P07BA422 TRAINING AND DEVELOPMENT**

**Time: Three hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

**PART A (1 x 20 = 20 Marks)**

**1. CASE STUDY**

One Monday morning Sanjay, a recent recruit from reputed management institute in Manipal walked into the sales office at Chennai as a sales trainee. Raghavan, the Zonal sales manager for a large computer hardware firm was there to greet him. Raghavan's job consisted of overseeing the work of sales officers. Field executives and trainee salesmen numbering over 50 are of three areas namely Chennai, Bangalore and Trivendrum. The sales growth of computers, parts and other office equipment in his area was highly satisfactory, especially in recent years – thanks to the developmental activities taken by respective State Governments in spreading computer education in offices, schools, colleges, banks and other institutions. Raghavan had collected several sales reports, catalogues and pamphlets describing in detail the types of office equipment sold by the company. After a pleasant chat about their backgrounds, Raghavan gave Sanjay the collected material and showed him to his assigned desk. Thereafter Raghavan excused himself and did not return. Sanjay spent the whole day scanning the material and at 5.00pm he picked up his things and went home.

**Questions:**

1. What do you think about Raghavan's training programme?
2. What type of sales training programme would you suggest?
3. What method of training would have been best under the circumstances? Would you consider OJT simulation or experiential methods?

**PART B (10 x 2 = 20 Marks)**

2. Define Orientation.
3. What do you mean by socialization?
4. Define TNA.
5. Highlight any three important objectives of TNA.
6. Differentiate between training and development.

7. What do you mean by vestibule training?
8. Elucidate the importance of evaluation in training.
9. Why to benchmark the training programme?
10. Highlight the importance of IT on training.
11. List out any six modern training methods.

**PART C (4 x 15 = 60 Marks)**

12. a. Describe the scope of Human resource Development.

**(OR)**

12. b. Explain the various methods of socialization.

13. a. Elucidate the various methods of need assessment.

**(OR)**

13. b. Describe the three levels of Need Assessment.

14. a. Explain the merits and demerits of various methods of Training.

**(OR)**

14. b. Describe the utility of training programme.

15. a. Explain the various principles of learning.

**(OR)**

15. b. As a trainee, what are do's and don'ts to follow while presentation?

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