



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19) END TERM EXAMINATION (TERM-IV)

Subject Name: **Art of Self Branding for Successful Corporate Inning**

Time :**02.00 hrs**

Subject Code: **PG 26**

Max Marks: **50**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 2 Case Studies, 10 marks each. Section B carries 2 questions of 10 marks each and Section C carries 5 questions 2 marks each.**

SECTION A

10×02 = 20 Marks

Q. 1: Read the Case and answer the question given below:

Lee is a graduate student at a university. He is smart, popular, and planning on going to a good business college. He will likely be accepted to his first choice institute. His grades are good. He belongs to some of the college's sports teams. He is active in the drama club and works on the yearbook staff. Lee has many routine things to do every day, and on many days he also had to schedule special tasks or chores to accomplish the long list of things he wanted to do. Like many of us Lee was having trouble balancing his personal and his study life.

Lee is solving his time management problems using the same technique that his parents use. You see Lee thinks he knows everything there is to know about time management. He explains, "My parents are both successful business people and I just manage my time just like they do." It is true. Lee's parents have good jobs, earn a decent wage and seem happy. They spend most of their time at their jobs doing whatever it is that adults do at work. They each have their own computers at home, which they use to do office work in the evenings on holidays and during weekends. They are respected and admired. Perfect role models for time management. Or so it seems. Lee's parents like their parents before and at least a few generations more accomplish time management by doing what comes naturally. If they didn't have enough time to accomplish the required daily tasks, they would stay up late or get up early.

"I have just given up. There is no way I am ever going to get more than five hours of sleep in a night!" sighed Lee. It just can't happen." I have tried and tried, but I have just too much to do."

Sleep is often the only negotiable that many of us use to learn to balance our schedule and to manage time. It is a serious mistake to regularly manage time by decreasing our scheduled sleep time.

Sleep is not and should not be negotiable, especially for youngsters. Today we know that young need more sleep than adults and need to sleep later than adults. We also know that sleep-deprived people do not think as clearly or function as well. In fact they can be dangerous to themselves and others. There is speculation that being deprived of eight hours of sleep impairs judgment and function about the same amount as 3-4 drinks of alcohol. How could we possibly believe that sleep was where we would find the time?

- a. Discuss the problems being faced by college students at both UG and PG level with respect to time management and how it needs to be handled?
- b. Enlist suitable suggestions for time management by Lee and how it can be adopted during his business school program also.

Q. 2: Read the Case and answer the question given below:

Kessler International is releasing the results of a nationwide survey which outlined the state and fate of workplace manners, business etiquette, and ethics. Kessler International conducted a survey by polling upper and mid-level management at 40 professional services firms and found that the respondents indicated by an 84% margin that their staff was inconsiderate and rude in the workplace. In addition, the same respondents cited by 65% that they felt a majority of their staff lacked a moral compass.

The survey was conducted by asking individuals to comment anonymously on their employees' use of personal electronic devices, dress, manners, ethics, and level of respect for other employees. In fact, some respondents expressed disgust of certain individuals on their staff as well as their own inability to say something and correct the situation. They cited their company's "political correctness," their own inability to have confrontation, and constraints instituted by their human resources department as stumbling blocks.

Among the items most mentioned by managers were:

1. untimely and inappropriate use of cellphones
2. wearing inappropriate clothing to work
3. complete lack of courtesy
4. use of street talk and signs in professional meetings
5. the inability of younger staff to write a letter/e-mail
6. the lack of personal responsibility
7. failure to say please and thank you
8. lying to phone caller
9. hanging up on phone calls when they are confronted and were uncomfortable
10. cheating on time billed to clients and stealing time by arriving late and leaving early
11. cutting corners on work product rather than staying after hours to correct the mistakes they made
12. the inability to interact professionally with clients during a business function
13. the lack of manners
14. the lack of integrity

There is tremendous room for improvement in the current culture of staff in the professional workplace. Guidelines and recommendations should be distributed to staff regarding their use of electronics, dress, and conduct in the workplace.

When manners and business etiquette are left unchecked, companies may be exposing themselves to theft of information, embarrassment, and the loss of valued clients. Susan Peterson, chief operating officer of Kessler, said, "It seems like the workplace has changed significantly in the past 30 years and not for the better."

- a. Develop a plan of action that can be circulated to the employees with respect to etiquettes to be adopted at the workplace.
- b. You have been hired as an external consultant to develop the employees on professional conduct. List down ten things that you would suggest to the organization.

SECTION B

10×02 = 20 Marks

Q. 3: A Group Discussion is both an art and science based on the topic and situation. PESTLE tool has been successfully used to undertake the discussion during the placement drives. Provide suitable discussion that you would make using this technique for the topic “Electric vehicles in India: a reality or a future dream”. Also state methods to solve conflict during a GD.

Q. 4: Prepare a brief profile for an organization visiting your campus that will select you on the basis of the analysis of the summer internship experience. Create a sample document based on the key learning gained during internship, what skills have you acquired, work ethics learnt. Also develop your gap analysis based on what you learnt and what is actually required to do well in the future job.

SECTION C

05×02 = 10 Marks

Q. 5 Write the answers for the following interview questions in not more than 250 words

(A): Describe a problem situation that you faced during the summer internship and how you solved it.

(B): What is your USP that should make us select you over your other class mates?

(C): What are your key strengths and weaknesses and what have you planned to overcome them.

(D): Where do you see yourself in the next five years?

(E): If you were a colour, which it would be and why?