



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)  
MID TERM EXAMINATIONS (TERM -IV)

Subject Name: **Management of Technology, Innovation And Change**

Time: **01.30 hrs**

Sub. Code: **PG-22**

Max Marks: **20**

**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 a Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 3 questions of 3 marks each.**

**SECTION – A**

**04+04 = 08 Marks**

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

Coca Cola is a retailer, marketer and manufacturer of non-alcoholic drinks and is known worldwide for its Coca-Cola beverage. In addition to its Coca-Cola brand, Coca-Cola Company offers 500 beverages and non-beverages brands in about two hundred countries. Its headquarter is located in Atlanta, Georgia of United States of America. The company had total net income of approximately 11.8 billion US dollars in year 2010 with total number of employees 139,600 worldwide. Company's brand i.e. Coca-Cola stands number one in the list of most well-known brands of the world (Coca-Cola company, 2006-2011). Coca-Cola Corporation is among one of the oldest corporations of the world. It has gone through many internal and external changes since it has been in existence. The company has used techniques of change management in order to survive from the consequences of those events.

The recent change management at Coca-Cola is directed towards the intrinsic values and motivations of the employees and can be referred to as 'employee engagement'. The change management process, together with internal branding programs is expected to bring about ideal behaviors in employees, which would align the operations of Coca-Cola worldwide, and bring about efficiency throughout Coca-Cola across all its business segments.

Coca-Cola hopes to bring about a thoroughly integrated system of communications, and focus on creating brand relationships with their employees. This would enhance the operations of Coca-Cola, as an integrated approach would mean all employees believe in engaging fully in the values, and this would become an inherent part of the employees at a personal level. Coca-Cola is actively seeking to incorporate the change into its company for "building capability in engagement, maintaining engagement momentum and ensuring that engagement is integrated into CCR's people practices". For this purpose, employee engagement surveys are conducted twice every year for all the Coca-Cola associates, which serve to highlight the areas where action is required, and further actions and implementations can henceforth be executed.

Coca-Cola believes that their business results hinge on the dedication of their employees to operational excellence. The company truly recognizes the importance of the people to the business, and knows that to continue to bring about tremendous results it is bringing in, employees throughout the world should believe in the values intrinsically, and therefore the employee

engagement is being focused on all the countries the company serves to align, thoroughly integrate and align the company so that operational efficiency can be achieved.

- (i) Analyze the case as change leader and discuss the areas of challenges while implementing the change.
- (ii) What procedures you are going to follow in order to implement the change successfully and why?

**SECTION-B**

**02×03 = 06 Marks**

**Q. 2:** Interpret in your words “Management of technology is crucial in today’s world”.

**Q. 3:** Site two latest examples of technology acquisition and the synergies behind acquisitions.

**Q.4:** Highlight major technological companies for their proactive initiative to forecast the technology in order to gain strategic advantage.

**SECTION-C**

**03×02 = 06 Marks**

**Q.5:** “Technological advancement in organizations has impact on society as well as nations growth”. Discuss your point of view with suitable example.

**Q.6:** Discuss necessary engagements while anchoring the adaptations in Corporate Culture.