



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21) END TERM EXAMINATION (TERM -IV)

Subject Name: Art of Self-Branding for Successful Corporate Inning (SSP-IV)

Time: **02.30 hrs**

Sub. Code: PG-26

Max Marks: **60**

Note:

1. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

Q. 1 (A): Eric Qualman has rightfully said, “We don’t have a choice whether we do Social Media or not, the question is how well we do it.” What are your interpretations from this statement?

Q. 1 (B): How does one say “No” without sounding rude and offensive? In another situation how does one get off a telephone conversation that is getting to be too lengthy?

Q. 1 (C): You are in a meeting when a colleague takes credit for work that you have done. What do you do?

Q. 1 (D): When you meet somebody for the first time, what can be some easy things that you can do to reduce the tension?

Q. 1 (E): “A good way to enter group discussion is to ask a question from other participants”. Comment.

Q. 1 (F): Explain SMART Goals with the help of an example.

Q. 1 (G): Have you ever missed a deadline? If yes, how did you go about it?

Q. 1 (H): Discuss the impact of social media in personal profile building.

SECTION - B

Attempt any five out of six questions

04×05 = 20 Marks

Q. 2: How do you decide which tasks to delegate to specific members of your team? How do you assess the results? What steps or process do you follow when delegating tasks to team members?

Q. 3: What is Personal Branding? How women can develop and promote their personal brand using social media?

Q. 4: In the process of personal growth, what can be the 10 questions one should ask themselves?

Q. 5: A discussion between you and your partner has escalated into a shouting match. You are both upset and in the heat of the argument, start making personal attacks which neither of you really mean. What is the best thing to do?

Q. 6: You are working in an organization at a managerial position and one of your subordinates is facing difficulty in adjusting to the company's culture. After analyzing the situation, you realized that it was the case of lack of positivity and low self-esteem. What strategies would you suggest for the well-being of your friend as well as the organization?

Q. 7: Discuss the importance of time management in professional life. If you are expected to report to several managers, how would you prioritize your duties?

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study:

Elaine Tillman looked at her watch – it was 7:30 pm. Just then she knew she would not make it to her son's final high school basketball game. It took her a moment to collect herself and wipe the tear that had started down her face and onto the ragged-edged 100 plus page RFP she was working on. The RFP, the largest opportunity that ABC Civil Engineering had a chance to bid on in 6 months, was far from ready for the 9:00 AM deadline the following day. Normally in this situation, Elaine would have collaborated with a proposal team putting together such a big proposal but, since the economic down turn hit, ABC has had to make significant cuts in its staff. It started with administrative staff - first it was two administrative assistants, then a junior engineer, then two tenured project managers. This year alone the Westport office of ABC Civil Engineering cut 35% of its staff. Of course, that only meant the workload on the remaining team members would have to increase. Sure, there were fewer new projects but there was no shortage of work to do - RFPs, change orders, marketing strategy plans and providing existing customers with better service. Everyone was asked to perform tasks they normally didn't do or enjoy. Needless to say the climate at ABC Engineering was not good. Well at least until annual raises and bonuses were deferred and an indefinite hold was put on attending professional development conferences, replacing computers and updating software. Then the climate went from poor to non-existent. All of this weighed on Ted Waltz, the managing director of ABC. He was the one who had to make the cuts, have the termination discussions and try to keep the business profitable. Ted was struggling with the challenges both professionally and personally. Ted started with ABC 25 years ago as a surveyor just out of school. He's been involved in some of the firm's best projects and he took over the managing partner position 3 years ago. While he always enjoyed developing the company, recently he has found himself spending more time on administrative tasks and less on nurturing the growth of younger engineers. With all of the ups and downs that any professional services firm faces during its lifespan, none have rivalled this one. With the layoffs, the firm has had to abandon a strategic new market they had been developing for the past year and Ted hasn't even had time to explain it to the other members of the firm. For the first time in his career, Ted no longer feels that he is in control of his work and he dreams of retirement when he can get up and start a day without having to put out a fire, console a worried staff member or call a vendor to ask for new terms.

Question

Q 8(A): How would you describe the gap between Ted's expectations and his reality?

Q8 (B): Which of the following can be the best strategy for Ted to come out of such stressful situation?

Mapping of Questions with Course Learning Outcome

Question Number	CLO
Q. 1 (A):	4
Q. 1 (B):	3
Q. 1 (C):	3
Q. 1 (D):	1
Q. 1 (E):	1
Q. 1 (F):	1
Q. 1 (G):	2
Q. 1 (H):	2
Q. 2:	2
Q. 3:	4
Q. 4:	1
Q. 5:	3
Q. 6:	2
Q. 7:	3
Q 8(A):	3
Q8 (B):	3

Note: Font: Times New Roman, Font size: 12.