

Register No.: ..... Name.: .....

## **SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### **THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022 (2021 Scheme)**

**Course Code : 21MBA239**

**Course Name: Organizational Change and Development**

**Max. Marks : 60**

**Duration: 3 Hours**

#### **PART A**

***(Answer all questions. Each question carries 2 marks)***

1. List the Forces of Change.
2. Outline the Characteristics of OD.
3. Interpret the process of Entering and Contracting in OD.
4. Explain Techno-Structural Intervention with an Example.
5. Recall the Major Issue faced in OD.

#### **PART B**

***(Answer any 3 questions. Each question carries 10 marks)***

6. Examine Kotter's Model of Change Management with a suitable Example
7. Identify the Role of an OD Practitioner. Contrast Internal and External OD Practitioner.
8. Analyze the Process and Limitations of Survey Feedback.
9. Compare any two Human Resource Interventions with examples.
10. Inspect the Applications of OD in Health Care Organizations.

#### **PART C**

***(Compulsory question, the question carries 20 marks)***

11. General Motors was established in 1908. During the period, the company was the sole carmaker in the region. In 1920, it has become the world largest motor manufacturing company. The company became successful in time of Alfred Salon. His leadership style resulted in company coming up with different models, each year. But with the emergence of the Japanese automakers, the company felt threatened. The emergence of Toyota greatly disturbed the profitability of GM, especially in the North American market. In 2001 the sale graph of the GM was in declining trend. Toyota had captured the market. GM had to take a loan from American government and Canadian government to support the company during crisis. In 2009 the company faced a bankruptcy and had closed the production of several brands.

a) If you are an OD Practitioner invited by GM, detail the steps that will be taken by you in order to bring back the lost glory for GM.

Marks (10)

b) Analyze the Major Structural Interventions you may suggest to GM, as an OD Practitioner.

Marks (10)

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