

Code: 17BA3T5HB

II MBA - I Semester-Regular Examinations – November 2018

TRAINING AND DEVELOPMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Need for training
- b) Techniques of training
- c) Brain Storming
- d) Cost- Benefit analysis
- e) Principles of Learning

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Distinguish between training and development.

(OR)

b) What are the different functions involved in training?

3. a) Discuss various methods and techniques of training.

(OR)

b) How do you design a training module?

4. a) Explain various on-the-job training methods.

(OR)

b) Explain transactional analysis and Exception analysis.

5. a) Outline CIRO model.

(OR)

b) Explain kirkpatrick model of evaluation.

6. a) Explain various principles of learning.

(OR)

b) Briefly discuss various theories of learning.

SECTION-C

7. Case Study

1x10=10 Marks

One Monday morning Sarat, a recent recruit from a reputed management institute in Vijayawada walked into the sales office at Vizag as a new sales trainee. Raghu, the zonal sales manager for a large computer hardware firm was there to greet him. Raghu's job consisted of overseeing the work of sales officers, field executed and trainee salesman numbering over 50 of three areas namely Vizag, Chennai and Bangalore. The sales growth of computer parts and other office equipment in his area was highly satisfactory, especially in recent years, thanks to the developmental initiatives taken by respective state governments in spreading computer education in offices, schools, colleges, banks and other institutions.

Raghu 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, Raghu gave Sarat the collected material and showed him to his assigned desk.

There after Raghu excused himself and did not return. Sarat spent the whole day scanning the material and at 5.00pm he picked up his things and went home.

Questions:-

- a) What do you think about Raghu's training programme?
- b) What type of sales training programme would you suggest?
Please specify.
- c) What method of training would have been best under the circumstances?