

BBA
6TH SEMESTER
CHANGE MANAGEMENT
BBA-29A

Duration: 3 Hrs.

Marks: 70

{ Part : A (Objective) = 20 }
{ Part : B (Descriptive) = 50 }

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. What do you mean by business ethics? Discuss its benefits 3+7=10
2. Define negotiation? What are the types of third party negotiation? Discuss the process of negotiation. 2+3+5=10
3. What do you mean by innovation? What are the targets of innovation? Describe the conditions required for innovation to occur. 2+2+6=10
4. What do you mean by conflict? How can conflict be managed successfully? 3+7=10
5. Write notes on 5x2=10
a) Laboratory training b) Talent management
c) Action research d) Organization development intervention
e) Unobtrusive measure of collecting data.
6. What do you mean by creativity? What are the components of creativity? Write down the steps involved in creative process. 2+2+6=10
7. What are the principles of corporate governance? State the need for corporate governance. 3+7=10
8. write down the characteristics of organization development. Discuss the applications of organization development. 4+6=10

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[PART-A : Objective]

Choose the correct answer from the following:

1X20=20

1. Economic factors in resistance to change include
 - a. skill obsolescence
 - b. status quo
 - c. sunk cost
 - d. fear of unknown
2. Laboratory training is also known as
 - a. L- group
 - b. T-group
 - c. S-group
 - d. Focus group
3. Person responsible for managing changes are called
 - a. mediator
 - b. internal change agent
 - c. external change agent
 - d. both b and c
4. Empowerment means sharing power with
 - a. shareholders
 - b. consultant
 - c. change agent
 - d. employees
5. The 3rd stage in the process of organizational learning is
 - a. knowledge sharing
 - b. knowledge maintain
 - c. knowledge interpretation
 - d. none of these
6. Business is described as an activity done by humans to produce or acquire
 - a. wealth
 - b. product
 - c. service
 - d. happiness
7. Unobtrusive data are collected from
 - a. Secondary source
 - b. Primary source
 - c. Tertiary source

- d. Managers
8. In business, code of conduct refer to
 - a. Profits
 - b. Ethics
 - c. Functions
 - d. Activities
9. Act of controlling, directing and evaluating the activities of an organization is known as
 - a. Corporate Ethics
 - b. Corporate Responsibilities
 - c. Corporate Governance
 - d. None of these
10. Empowerment helps remove the conditions that causes
 - a. powerlessness
 - b. powerfulness
 - c. Resistance
 - d. None of these
11. Organizational learning include
 - a. R & D activities
 - b. Formal education of employees
 - c. Informal education of employees
 - d. All of these
12. Learning about improving the learning system itself is known as
 - a. Single loop learning
 - b. Double loop learning
 - c. Deuterolearning
 - d. None of these
13. Domain relevant skill is a component of
 - a. Creativity
 - b. Innovation
 - c. Empowerment
 - d. All of these
14. Process of making changes to something already established by introducing something new is called as
 - a. innovation
 - b. Organizational learning
 - c. Creativity
 - d. None of the above
15. Innovation that significantly improved production/delivery method is called as
 - a. Process innovation
 - b. Product innovation
 - c. Marketing innovation
 - d. All of these

