

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Summer 2017-18 Examination

Semester: 4
Subject Code: 16104252
Subject Name: Change Management

Date: 22/05/2018
Time: 10.30 am to 1.00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory) (06) (12)

1. Lewin's process consists of
 - a) unfreezing stage
 - b) moving stage
 - c) refreezing stage
 - d) all of above
2. Who is facilitator?
 - a) person who initiates change
 - b) person who does not involve in the change process
 - c) person who intervenes to help the group in decision making
 - d) all of the above
3. Which of the following is/are the role of change agent?
 - a) Consultant
 - b) Trainer
 - c) Researcher
 - d) all of the above
4. Which one of the following is NOT a technique of managing change?
 - a) Empirical-Rational strategy
 - b) Technological-upgradation strategy
 - c) Power-Coercive strategy
 - d) Normative-Reeducative strategy
5. The process of converting idea in to common language or code is called?
 - a) Encoding
 - b) Decoding
 - c) Semantic
 - d) None of the above.
6. The flow of orders from CEO to managers is which method of communication?
 - a) Bottom to up.
 - b) Lateral.
 - c) Diagonal.
 - d) Top to Bottom .

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)

1. Define 'Change Agent'?
2. What is Benchmarking?
3. What is meant by strategic change?
4. What is planned change?
5. State three steps of Lewin's theory of change?
6. What is communication?

Q.2 Answer the following. (4 mark each. All Compulsory) (12)

- A. Write a note on Internal Forces that leads to change in an organization.
- B. Discuss the elements of Total Quality Control technique.
- C. Describe four basic strategies used to manage change in an organization.

Q.3 Answer the following. (6 mark each. Any Three out of Four)

(18)

- A. Describe Kubler-Ross change curve in detail.
- B. Discuss The Delta Technique used in change management.
- C. Write a short note on role of change agent citing suitable examples.
- D. Explain how does management overcome resistance to change at the individual level in an organisation .

Q.4 Answer the following. (9 mark each. Any Two out of Three)

(18)

- A. Describe Kotter's eight step model of change management. Also list down its advantages and disadvantages.
- B. Discuss Interpersonal Competencies of change agent.
- C. What is QWL? How will you measure it? Also discuss techniques for improving QWL.