

MAY 2013

P/ID 77563/PMBE3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is institution nurturing? What are its features?
2. Describe the steps in goal setting to an education institution.
3. Describe the various sources of power in education institution.
4. What is planned obsolescence? Describe its importance.
5. What is management crisis? What are its features?
6. Explain the functions of communication in the education institution.
7. What are the difficulties involved in conducting examinations?
8. What are the activities involved in students paper correction?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. State the determinants of organisational climate.
10. Discuss the method of transmitting organisational culture to employees.
11. Describe the measures that can be adopted to limit the adverse effects of politics.
12. Discuss the various strategies for change management.
13. Discuss steps in implementing change in educational institution.
14. Explain the goal approach to organisational effectiveness.
15. Discuss the process of online communication management.
16. Discuss the method of managing conflicts with students.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :

Ram has been a clerk in a college for over a decade. He feels that he has been doing his work efficiently. However the promotion to a supervisory position, which he has been expecting, has never materialized. He feels sad about it and a little angry with his Assistant Registrar, Krishnan, who is responsible for promotions.

Ram feels that a deserving promotion has been denied to him and he attributes it to the fact that Krishnan belongs to a community different from his. This feeling has gone to such an extent that Ram has become somewhat negligent in his work. He keeps a book of poems which he quietly reads in the office in moments of dullness. He has even begun to write poems – a practice of his college days – and how he does so even in his office occasionally and delights in it. He even thinks of giving up his clerical job and imagines himself sitting on the chair of the subeditor of a magazine which has published two of his poems under a pseudonym (False Name).

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Questions :

- (a) Analyse the behaviour of Ram in light of your knowledge of personality, attitude and perception.
 - (b) What do you feel about the attitude of Krishnan?
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