



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY 2025

Date: 29-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-PG	Program: MBA	
Course Code: MBA3104	Course Name: Learning and Development	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	25	25	25	25	NA

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks.

10Q x 3M=30M

1.	Describe Herzberg's Two-Factor Theory relating to learning motivation.	3 Marks	L2	C01
2.	Discuss the positive and negative reinforcement influence of behavior, based on Reinforcement Theory.	3 Marks	L2	C01
3.	Describe key principles of adult learning.	3 Marks	L2	C01
4.	Explain the importance of feedback in the learning process.	3 Marks	L2	C01
5.	Discuss instructional strategies affecting learning outcomes.	3 Marks	L2	C01
6.	Apply the principle of learner-centered design in planning a customer service training session.	3 Marks	L3	C02
7.	Apply the process of E-learning to upskill IT employees on cybersecurity practices.	3 Marks	L3	C02
8.	Apply the blended learning model to a corporate leadership training program.	3 Marks	L3	C02

9.	Apply Kane's Seven Step Model to develop a structured OJT for store supervisors.	3 Marks	L3	CO2
10.	Apply job rotation and shadowing to train new HR assistants.	3 Marks	L3	CO2

Part B

Answer the Questions.

Total Marks 40M

11.		Discuss individual differences affecting the learning process.	10 Marks	L2	CO 1
Or					
12.		Explain adult learning difference from child learning.	10 Marks	L2	CO 1

13.		Apply the strengths of both classroom learning and e-learning to design a blended learning program for new hires in a tech company.	10 Marks	L3	CO 2
Or					
14.		Apply blended learning techniques to improve employee performance in a customer-facing role within a retail organization.	10 Marks	L2 3	CO 2

15.		Discuss the concept of employee development and its significance in enhancing organizational effectiveness.	10 Marks	L2	CO 3
Or					
16.		Explain the essential ingredients of management development programs (MDPs) that ensure their effectiveness.	10 Marks	L2	CO 3

17.		Analyze training for sustainability contribution to organizational resilience and adaptability.	10 Marks	L4	CO 4
Or					
18.		Analyze the potential benefits and risks of implementing rapid training designs in fast-paced industries.	10 Marks	L4	CO 4

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.		Case Study Apex Enterprises, a manufacturing company, faced challenges in employee retention and productivity due to a lack of a comprehensive employee development program. In response,	15 Marks	L2	CO 3
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		<p>they decided to implement a variety of employee development approaches, including structured training programs, job rotations, and leadership workshops. They adopted a blended learning approach, combining classroom instruction with on-the-job training. Additionally, they offered opportunities for employees to attend external industry conferences and workshops to enhance their skills.</p> <p>However, the company faced some resistance from long-term employees, who felt that these programs were more suited for new hires. Apex Enterprises needed to find ways to address this resistance and create a more inclusive development culture that would appeal to both new and seasoned employees.</p> <p>Questions:</p> <ul style="list-style-type: none"> a) Apply the different approaches Apex Enterprises uses in its employee development program and brief on their potential benefits for employees across various experience levels. (7 Marks) b) Interpret the way Apex Enterprises can address resistance to the employee development program from long-term employees and foster a culture of continuous development. (8 Marks) 			
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20.		<p style="text-align: center;">Case Study</p> <p>NeuroCorp, a healthcare company specializing in neurological research, has integrated the latest neuroscience research on learning and memory into its employee training programs. NeuroCorp's training is designed to address complex topics related to brain health, neurological disorders, and advanced medical technologies. Traditional training methods, such as lectures and textbooks, were found to be less effective in engaging employees and fostering long-term retention of complex scientific information.</p> <p>To address this issue, NeuroCorp has implemented a brain-based learning model, which incorporates the latest findings from neuroscience, including concepts such as spaced repetition, neuroplasticity, and the role of emotions in memory retention. The training program uses a mix of interactive e-learning modules, group discussions, and scenario-based learning to engage employees' cognitive processes and enhance retention. Employees are encouraged to apply what they learn by solving real-world medical cases related to brain health, with the program emphasizing active learning and feedback.</p> <p>The company is tracking the effectiveness of the program through assessments, feedback surveys, and performance</p>	15 Marks	L4	CO 4
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		<p>metrics to measure how well employees retain and apply the knowledge gained from the training.</p> <p>Questions:</p> <p>a) Analyze the application of neuroscience principles in NeuroCorp’s employee training program could enhance knowledge retention and skill acquisition, focusing on the benefits of active learning, spaced repetition, and emotional engagement. (7 Marks)</p> <p>b) Analyze the potential challenges NeuroCorp might face in implementing a neuroscience-based learning approach, focusing on the need for expert knowledge, technology integration, and the customization of training content for different employee needs. (8 Marks)</p>			
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