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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer End Term Examinations, August 2024**

**Date**: 05/08/2024

**Time**: 09.30am to 12.30pm **Max Marks**: 100

**Weightage**: 50%

**Winter Semester**: 2023 - 2024

**Course Code**: BBA3017

**Course Name**: Organization change and development

**Program & Sem**: BBA /6th

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define strategic planning and explain its nature. (C.O.1) [Knowledge]
2. Identify OD Interventions and provide examples. (C.O.4) [Knowledge]
3. Describe Action research model (C.O.1) [Comprehension]
4. Explain the concept of resistance to change and give two reasons why it occurs. (C.O.2)
5. Define organizational development and mention its significance. (C.O.3) [Knowledge]
6. Describe the process of entering into an OD relationship. (C.O.3) [Comprehension]
7. Identify two diagnostic models used in diagnosing organizations. (C.O.4) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

1. Discuss the different types of change in organizations with relevant examples. (C.O.1) [Comprehension]
2. Compare and contrast Lewin’s Force Field Model and the Systems Model of change. (C.O.1) [Comprehension]
3. Explain the reasons for resistance to change and suggest strategies to overcome it. (C.O.2) [Comprehension]
4. Describe the skills required by leaders in managing change effectively. (C.O.2) [Comprehension]
5. Discuss the history and evolution of organizational development. (C.O.3) [Comprehension]
6. Explain the process of developing a contract in an OD relationship. (C.O.3) [Comprehension]
7. Describe the process of diagnosing organizations at the individual level. (C.O.4) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

1. A large corporation is undergoing significant internal changes and is facing resistance from employees.  
   Question: Illustrate how the company can implement effective strategies to overcome resistance to change. Provide specific examples of techniques and tools that can be used. (C.O.2) [Application]
2. A manufacturing company is looking to adopt organizational development (OD) interventions to improve its performance.  
   Question: Describe the steps the company should take to design and implement effective OD interventions. Include a discussion on the tools and techniques that can be used and the expected advantages of these interventions. (C.O.3) [Application]
3. A tech startup wants to ensure that its change management processes are effective and sustainable.  
   Question: Explain how the startup can use diagnostic models to collect and analyze information, and design and evaluate interventions to institutionalize changes. Discuss the role of leadership and the importance of feedback in this process. (C.O.4) [Application]