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**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - Mar 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem VI - D1UA609T - Management of Change**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Analyze how various organizational transformation perspectives—such as structural, cultural, and political perspectives—interact with one another. What effects do these viewpoints have on the kinds of transformation projects that companies carry out? K4 (4)
- 2) Critically evaluate the underlying assumptions, methodologies, and outcomes associated with and strategic constituencies approach of organisational Effectiveness. K5 (5)
- 3) Discuss the complex relationship between change management and building a high-performance culture. How can organizations leverage effective change management practices to shape a culture that drives success and continuous improvement? Provide examples to support your claims. K5 (5)
- 4) Envision yourself as the head of a multidisciplinary group tasked with bringing a significant technology enhancement to every division in your company. Create a thorough change management plan that ensures minimum interruption to everyday operations while addressing the various demands and concerns of stakeholders. How would you use the many viewpoints on organizational change to customize training plans and communication tactics to facilitate a seamless shift to the new technology platform? K3 (6)
- 5) One of the top IT companies in India is dedicated to encouraging inclusiveness and diversity among its employees. Nevertheless, despite putting several efforts into action, development has been sluggish, particularly in leadership roles. Examine the responsibilities and skill sets of the organization's change agents. In order to promote significant cultural changes toward increased diversity and inclusion, especially in top management positions, how would you find and support change agents? K4 (8)

- 6) XYZ Corporation, a leading technology firm, initiates a digital transformation to refine operations and elevate customer experiences. Despite initial enthusiasm, resistance from middle management and outdated processes stall progress. To triumph, XYZ must assess its change management strategies and nurture an innovative, adaptable culture. This entails transparent communication about digital benefits, empowering middle managers as change champions, and fostering an environment where creativity thrives. By embracing innovation and adaptability, XYZ aims to surmount resistance, modernize operations, and deliver enhanced customer satisfaction amidst the evolving digital landscape.
- K5 (10)

Question: Evaluate the effectiveness of XYZ Corporation's change management strategies in driving organizational transformation. How can the company overcome resistance, foster innovation, and promote a culture conducive to digitalization and change?

- 7) A manufacturing plant is transitioning to sustainable production practices to reduce its environmental footprint and comply with regulatory requirements. However, production line workers express resistance to the changes, citing concerns about job security and the feasibility of implementing sustainable technologies.
- K6 (12)

Question:

1. Discuss the need for effective communication in conveying the importance of sustainability initiatives to production line workers. -6 Marks

2. Develop a Communication plan for the manufacturing plant to convey the benefits of sustainable practices in terms of cost savings, regulatory compliance, and long-term environmental impact? -6 Marks