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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Fourth Semester, - Master of Business Administration (MBA)

Semester End Examination; June/July - 2015

Training and Development

Time: 3 hrs

Max. Marks: 100

**Note:** Answer **FOUR** full questions from **PART – A** and **PART – B** (Case Study) is compulsory.

### PART - A

- 1 a. Define training and explain the problem of training. 10  
 b. Explain the difference between training and development. 10

**OR**

- 2 a. Discuss the Training Needs Analysis (TNA) and its contents. 10  
 b. Explain the advantages of TNA. 10  
 3 a. Explain the various steps in TNA. 10  
 b. Discuss the importance considerations write designing a training programme. 10

**OR**

- 4 a. Explain the various types of costs involved in training programme. 10  
 b. What are the factors to be considered in establishing training objectives? 10  
 5 a. Discuss the various theories of motivation. 10  
 b. Explain the key factors in designing and development of a training programme. 10

**OR**

- 6 a. Define Training method. Bring out various methods of classifications of training methods. 10  
 b. Discuss the advantages and disadvantages of Lecturer method of training. 10  
 7 a. Explain the impact of using training aids on trainer and trainee. 10  
 b. What are the contents of training policies? 10

**OR**

- 8 a. What do you mean by Interpersonal skills? What kind of a behaviours are required on the part of trainers? 10  
 b. Explain the functions of feedback. 10

Contd...2

**PART – B****Case Study Compulsory**

9. Amar Trading company is fairly large consumer goods firm, holding a market share of approximately 15% and rank 7<sup>th</sup> in terms of sales volume in its major products toiletries and cosmetics.

The company in the last 3 years had organized residential training programme for its salesmen, held over 4 days in a five star hotel with drinks and parties every evening. Guest speakers and wives joined the last day. It was an exciting experience.

The course was designed and conducted by a well – known training consultant. It included relevant know how and skill development through lectures and sub-group deliberations and video films.

The participants uniformly rated the programme as “Excellent” on a five point scale. However, When the evaluation was done three months later at the peak of the selling season, the rating was “largely satisfactory” to the open ended questions. the salesmen attributed improved sales to their day and night efforts and increased market demand, price etc,

**Questions:**

i) What purpose does the training programme served?

ii) Analysis the limitations of

- Training process

- Training method

- Evaluations method.

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