JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

BBA -I Semester

COURSE CODE (CREDITS): 23BB1HS112(4)   MAX. MARKS: 25

COURSE NAME: Principles and Practices of Management

COURSE INSTRUCTORS: TGM   MAX. TIME: 1 Hour 30 Minutes

Note: *(a) All questions are compulsory.*

      (b) The candidate is allowed to make Suitable numeric assumptions wherever required

      for solving problems

Q.No	Question	CO	Marks
	Answer questions 1 and 2 on the basis of the following caselet. It's the world's largest delivery company with the instantly recognizable brown trucks. Every day United Parcel Service (UPS) transports some 15 million packages and documents throughout the United States and to more than 200 countries and territories. Delivering those packages efficiently is what it gets paid to do, and that massive effort wouldn't be possible without its 99,000 plus drivers. UPS recognizes that it has an HR challenge: hiring and training some 25000 drivers over the next five years to replace retiring baby boomers. But the company has a plan in place that combines its tested business model of uniformity and efficiency (for instance, drivers are trained to hold their keys on a pinky finger so they don't waste time fumbling in their pockets for the keys) with a new approach to driver training. UPS's traditional classroom driver training obviously wasn't working as some 30% of its driver candidates didn't make it. The company was convinced that the twenty-somethings – the bulk of its driver recruits – responded best to high-tech instruction instead of books and lectures. Now, trainees use videogames, a "slip and fall simulator which combines a greased floor with slippery shoes," and an obstacle course around a mock village. At a UPS training centre outside Washington, D.C., applicants for a driver's job, which pays an average of $74,000 annually, spend one week practicing and training to be a driver. They move from one station to the next practicing the company's "340 Methods," which are techniques developed by industrial engineers "to save seconds and improve safety in every task from lifting and loading boxes to selecting a package from a shelf in the truck." Applicants play a videogame where they're in the driver's seat and must identify obstacles. From computer simulations, they move to "Clarksville," a mock village with miniature houses and faux businesses. There, they drive a real truck and "must successfully execute five deliveries in 19 minutes." And, in the interest of safety and efficiency, trainees learn to carefully walk on ice with the slip and fall simulator. How are the new training methods working? So far, so good. Of the 1,629 trainees who have completed it, "only 10% have failed the training program, which takes a total of six weeks overall including 30 days of driving a truck in the real world."		
Q1.	Evaluate the changes in UPS's new training programs. Identify the reason(s) leading to these changes.	CO-3	[5]
Q2.	Discuss the disadvantages of the new training program.	CO-2	[5]

Q3.	Elaborate on the limitations of traditional organizational structures which prevent them from creating learning organizations.	CO-3	[5]
Q4.	How can an organization build individual and group creativity? Explain with the help of an example.	CO-3	[5]
Q5.	How does strategy and environmental uncertainty affect organization design?	CO-2	[5]