

Decision Making

Directions(1-5): Study the following information carefully and answer the questions given below:

Following are the conditions for selecting Manager marketing in an organization. The candidate must –

- (i) be at least 25 years old and not more than 30 years as on 01.05.2020
- (ii) be a graduate in any discipline with at least 55% marks.
- (iii) have completed post graduate degree / diploma in Marketing Management with at least 60% marks.
- (iv) have post qualification work experience of at least three years in the marketing division in an organization.
- (v) have secured at least 45% marks in the selection process.

In the case of a candidate who satisfies all the conditions EXCEPT –

- (a) fulfils all other criteria except (ii) above but has secured at least 65% marks in post graduation degree / diploma in Marketing Management, the case is to be referred to the GM – Marketing.
- (b) fulfils all other criteria except (iv) above but has post qualification work experience of at least one year as Deputy Marketing Manager in an organization, the case is to be referred to CGM – Marketing.

In each question below details of one candidate are given. You have to take one of the following courses of action based on the information provided and the conditions and subconditions given above and mark the number of that course of action as your answer. You are not to assume anything other than the information provided in each question. All these cases are given to you as on 01.05.2020.

Mark Answer:

- (1) if the data provided are not adequate to take a decision.
- (2) if the candidate is to be selected.
- (3) if the candidate is not to be selected.
- (4) if the case is to be referred to GM – Marketing.
- (5) if the case is to be referred to CGM – Marketing.

1. Archit Pradhan has been working in the Marketing division of an organization for the past five years. He has secured 60% marks in both B.Sc. and post graduate degree in Marketing Management. He was born on 8th May 1994. He has secured 46% marks in the selection process.

2. Ankida Bhave has been working in the Marketing division of an organization for the past four years after completing her post graduate diploma in Marketing Management with 62% marks. She was born on 11th August, 1992. She has secured 52% marks in B.Sc. She has secured 48% marks in the selection process.

3. Subodh Saxena was born on 15th November 1992. He has been working as Deputy Marketing Manager in an organization for the past two years after completing his post graduate degree in

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Marketing Management with 68% marks. He has secured 56% marks in B.Com and 50% marks in the selection process.

4. Nisha Awasthi was born on 29th April 1991. She has been working in the Marketing division of an organization for the past five years after completion her post graduate degree in Marketing Management with 67% marks. She has secured 50% marks in the selection process and 53% marks in B.Com.

5. Shreyas Ingle was born on 12th July 1983. He has secured 57% marks in B.Com. He has been working in the Marketing division of an organization for the past four years after completing his post graduate diploma in Marketing Management with 67% marks. He has secured 48% marks in the selection process.

Directions(6-15): Study the following information carefully and answer the questions given below:

Following are the conditions for hiring Marketing Manager in an organization. The candidate must –

- (i) be a post graduate in Marketing Management.
- (ii) be at least 25 years old as on 30.04.2020
- (iii) have work experience of at least three years.
- (iv) be ready to work for at least two years after appointment.

However, if candidate –

(a) fulfils all other criteria except (i) above, but has work experience of more than five years – the case is to be referred to GM – Marketing.

(b) fulfils all other criteria except (iv) above, but has obtained Ph.D Degree, the case may be referred to the VP – Marketing.

Based on the above criteria and the information given in each case, you have to take the decision. You are not to assume anything. The cases are given to you as on 30.04.2020

Mark answer:

- (1) if the applicant is to be hired
- (2) if the applicant is not to be hired.
- (3) if the data given is not adequate.
- (4) if the case is to be referred to GM – Marketing.
- (5) if the case is to be referred to the VP – Marketing.

6. Anil Sharma was born on 15th April 1994. He has been working for the last four years after obtaining his post graduation in Marketing Management. He is ready to work for five years.

7. Shankar Trivedi was born on 27th August 1991. He has been working since January 2011. He has appeared in the final examination of Part Time Post Graduate Programme in Marketing Management. He is ready to work for five more years.

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8. Janki Sharma has obtained her post graduation and Ph.D. in Marketing Management. She is working for the last three years and is ready to work for one more year. She was born on 2nd October 1992.

9. Sunil Malhotra was born on 31st August 1990. He has passed his Master's degree in Marketing Management in the year 2018 and has been working since then. He is ready to work for at least four years.

10. Arun Samant has obtained his post graduation in Marketing Management in the year 2015 and has been working since then. He is ready to work for two more years. He was born on 3rd September 1989.

11. Navin Asthana has been working for the last five years and is ready to work for another five years. He has obtained his post graduation in Marketing Management at the age of 21 in March 2015.

12. Sunita Ajwani has passed her post graduation in Marketing Management in the year 2016 at the age of 21 and has been working since then. She is ready to work for at least ten years.

13. Prabhat Bakshi is a graduate and has been working for the last ten years. He was 23 years old as on 21st June 2014. He is ready to work for another 10 years.

14. Santosh Mahajan has passed post graduation in Marketing in Marketing Management and has also got Ph.D. in Management. He has been working for the last five years and is ready to work for only one year.

15. Archana Madhok has been working for the last four years after obtaining her post graduation in Marketing Management. She was born on 7th July 1989. She has also obtained her Ph.D. Degree. She is ready to work for one more year.

Directions(16-25): Study the following information carefully and answer the questions given below:

Following are the conditions for appointing Manager – IT in an organization. The candidate must –

(i) be a graduate Engineer in Computer / Electronics / Communications with at least 55% marks.

(ii) have post qualification work experience of at least five years.

(iii) be at least 26 years old as on 1.11.2020.

(iv) have secured at least 50% marks in the interview.

In the case of a candidate who satisfies all the criteria except –

(a) fulfils all other criteria except (i) above, but have obtained MCA degree with at least 50% marks, his/her case is to be referred to Recruitment Manager.

(b) fulfils all other criteria except (ii) above, but has a total work experience of four years out of which at least two years as Deputy Manager – IT in an organization, his/her case is to be referred to DGM – IT.

In each question below details of one candidate are given. You have to take one of the following courses of action based on the information provided and the conditions and sub conditions given above and mark the number of that course of action as your answer. You are not to assume

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anything other than the information provided in each question. All these cases are given to you as on 01.11.2020. You have to indicate your decision by marking answers to each question as follows:

Mark answer:

- (1) if the data are not adequate to take a decision.
- (2) if the case is to be referred to Recruitment Manager.
- (3) if the candidate is to be appointed.
- (4) if the case is to be referred to the DGM – IT.
- (5) if the candidate is not to be appointed.

16. Mrinalini has secured 60% marks in her Engineering in Electronics and has secured 55% marks in interview. She was born on 4th April 1992. She has been working for the past six years after completing Engineering degree in Electronics.

17. Manish Prakash has been working for the past six years after completing Engineering degree in IT with 65% marks. He was born on 25th July, 1993. He did well in the interview.

18. Shruti Kumari has been working for the past six years after completing Engineering degree in Computer Science with 64% marks. She has secured 68% marks in the interview. She celebrated her birthday on 28th October.

19. Mridul Anand was born on 8th June 1994. He has been working for the past five years after obtaining his degree in IT with 45% marks. He also secured 62% marks in interview.

20. Jayashri has been working for the past four years in an organization out of which two years as Deputy Manager – IT after obtaining her Engineering degree in Computer Science with 62% marks. She has also obtained MCA degree with 65% marks. She has secured 70% marks in the interview.

21. Prabhat Kumar was born on 5th February 1992. He has been working for the past five years after obtaining his degree in Electronics with 58% marks. He has secured 69% marks in the interview.

22. Ashish Anand was born on 12th August 1990. He has been working for the past eight years after obtaining his MCA with 70% marks. He has secured 65% marks in the interview.

23. Pravin Kumar was born on 5th December 1993. He has been working for the past five years after completing Engineering degree in Communications with 58% marks. He has got 60% marks in the interview.

24. Nilesh Prakash was born on 15th May 1991. He has been working for the past four years in an organization out of which three years as Deputy Manager – IT after completing his Engineering degree in Computer Science with 60% marks. He has got 60% marks in the interview.

25. Nitish Anand has secured 70% marks in interview. He was born on 18th January, 1993. He has been working for the past six years after obtaining his MCA degree with 65% marks.