

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA – SEMESTER - IV – EXAMINATION – WINTER 2021****Subject Code:4549298****Date: 28/12/2021****Subject Name: Leadership****Time:10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. 1 Define the following:**14**

- (A) Pygmalion effect
- (B) Arbitrator
- (C) Paraphrasing
- (D) Ingratiation
- (E) Pragmatic follower
- (F) Social loafing
- (G) Ombudsperson

Q. 2 (A) Reinforcement theory is unethical because it is used to manipulate employee. Do you agree with this statement? Explain your answer.

07

(B) Do you believe that if you use ethical behavior it will pay off in the long run?

07**OR**

(B) How can the shift in paradigm from management to leadership possibly help and hurt the management profession?

07

Q. 3 (A) Do you believe that most managers use influencing (power, politics, networking, and negotiation) for the good of the organization, or for their own personal benefit? What can be done to help managers be more ethical in influencing others?

07

(B) In your opinion, what would be some strategies for developing a diversity sensitive orientation (DSO)?

07**OR**

Q. 3 (A) A strong emotional attachment and loyalty to a charismatic leader can have both beneficial and detrimental effects on followers. Explain both types of effects on followers.

07

(B) The normative leadership model is the most complex. Do more variable improve the model?

07

Q. 4 (A) Teams are often credited with making better decision than individuals, yet they are also criticized for groupthink. What are some strategies for creating effective teams that are not victims of the groupthink phenomenon?

07

(B) Can someone have a successful career by aspiring to be an effective follower? Explain.

07**OR**

Q. 4 (A) A strong emotional attachment and loyalty to a charismatic leader can have both beneficial and detrimental effects on followers. Explain both types of effects on followers.

07

(B) Despite the benefits of diversity, some have described it as a “double-edged sword” Explain why?

07

Q. 5 Case Study

McDonald's has achieved the status of one of the most recognizable franchise across the globe through a mixture of successful marketing, consistent service and products, and strong leadership. Ray Kroc was a visionary leader who inspired others through his charisma. He saw the potential for standardizing an efficient, systematized restaurant model and replicating it across the country. Kroc is quoted as saying, "If you've got time to lean, you've got time to clean," which highlights his goal-oriented and task-focused leadership style that still exists in the corporation today. McDonald's espouses a commitment to investing in the growth and job satisfaction of its employees so they can realize their full potential

Questions

- 1) What kind of normative leadership style do you think Ray Kroc, as a leader in the first years of McDonald's likely used? Explain your answer. **07**
- 2) Do you agree that time is an important situational factor to consider in selecting a leadership style for the situation? Explain. **07**

OR

- Q. 5 (A)** What are the benefits of a corporate leadership strategy? **07**
- (B)** Do you believe that managers today are using more boss- or more subordinate-centered leadership styles **07**

GTU Question Papers