

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY/JUNE- 2024**  
**SEMESTER - III**  
**Sub.: Training & Development (MHRM 304)**

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**Date : 03/06/2024**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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**Q. 1. Write Short notes on (Any Three) (15)**

1. Steps in the Needs Assessment Process
2. Challenges of a Corporate Trainer
3. The Kirkpatrick Model
4. Importance of Training & Development
5. Training methods

**Q. 2. Answer in detail (Any One) (10)**

1. What are the key objectives of a successful training and development program within an organization?
2. Why do companies spend money on training and development?

**Q. 3. Answer in detail (Any One) (10)**

1. How do you assess the training needs of employees effectively?
2. What is the role of a trainer in a company?

**Q. 4. Answer in detail (Any One) (10)**

1. What role does technology play in modern training and development initiatives?
2. What are some common challenges faced by organizations in implementing training and development initiatives, and how can they be overcome?

**Q. 5. Case study (15)**

Imagine a company recently invested in a series of sales training sessions for its employees. The sessions covered various techniques for effective selling, customer relationship management, and product knowledge. Following the training, the sales team returns to their roles, eager to apply what they've learned.

In the weeks that follow, the company notices a slight improvement in sales performance, but it's not as significant as they had hoped. However, instead of dismissing the training as ineffective, they decide to gather feedback from the sales team about their experience with the training sessions.

Through anonymous surveys and open discussions during team meetings, the company learns valuable insights. Some employees found certain modules particularly helpful, such as role-playing exercises that simulated real sales scenarios. Others expressed a need for more hands-on practice or additional resources to reinforce what they learned.

Armed with this feedback, the company adjusts its approach. They schedule follow-up sessions focused on practical application, provide access to online resources for ongoing learning, and offer one-on-one coaching sessions for employees who need extra support.

As a result, sales performance steadily improves over the coming months. The sales team feels more confident and equipped to handle challenges in their roles, leading to increased customer satisfaction and revenue for the company.

**Question**

- 1) How did the company initially measure the success of the sales training sessions?
  - 2) What methods did the company use to gather feedback from the sales team about their experience with the training sessions?
  - 3) How did the company prioritize and act upon the feedback received from the sales team?
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