

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.B.A DEGREE EXAMINATION - APRIL 2026
BUSINESS ADMINISTRATION
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : CHANGE MANAGEMENT
SUBJECT CODE : 23BA/ME/CM45
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all questions :	(5 x 2 = 10)	CO	KL
1.	Define change.		CO1	K1
2.	Identify the need for communicating change.		CO1	K1
3.	Describe the behavioural elements to change.		CO1	K1
4.	Explain the role of a change agent.		CO1	K1
5.	List the strategies to implement change.		CO1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Summarize the internal forces of organizational change.		CO2	K2
7.	Explain the factors involved in communicating change.		CO2	K2
8.	Relate the factors contributing to resistance based on a real situation.		CO2	K2
9.	Classify the skills required for a change agent.		CO2	K2
10.	Summarize the responsibility of a change agent.		CO2	K2
11.	Indicate the procedure to implement change.		CO2	K2
SECTION C				
Q. No.	Answer the following questions: (Internal Choice)	(4 x 10 = 40)	CO	KL
12.	a) Relate the process of change management with an example. (or) b) Explain the role of top management in communicating change.		CO3	K3
13.	a) Explain the nature of organisation change. (or) b) Illustrate the types of resistance.		CO3	K3
14.	a) Connect the personality traits of a change agent. (or) b) Relate the characteristics of a successful change agent with a real time example.		CO4	K4
15.	a) Devise the key factors in effective change management. (or) b) Illustrate the methods of evaluation and feedback process.		CO4	K4
SECTION D				
Q. No.	Answer any two questions :	(2 x 15 = 30)	CO	KL
16.	Critically evaluate the theoretical frameworks of organizational change.		CO5	K5
17.	Discuss the methods and techniques for communicating change.		CO5	K5
18.	Justify the methods of handling resistance and techniques of managing resistance.		CO5	K5
