

**VPM's**  
**Dr. VN BRIMS, Thane**  
**Programme: PGDM (2014-16)**  
**Fifth Trimester Examination January 2016**

<b>Subject</b>	<b>Leadership Excellence: Insights from Indian Ethos</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>30 Marks</b>
<b>Total No. of Questions</b>	<b>5</b>	<b>Duration</b>	<b>1.5 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	

**Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.**

**Q1) 10 Marks (Compulsory)**

On Easter Sunday in a small mountain town, the intentionally playful actions of two employees quickly became a worldwide marketing nightmare for a large company franchise. A slow workday at Domino's Pizza in Conover, N.C. prompted this duo to create videos showing a male sticking cheese up his nose and then putting it on a sandwich that was to be delivered to a customer. His cohort also filmed him partaking in other unsanitary acts with the food and uploaded the videos to YouTube.

Tim McIntyre, vice president, communications, and the rest of the Ann Arbor, Mich.-based Domino's corporate team were suddenly thrown into a tailspin when they received word from a consumer affairs blog, The Consumerist, that its staff had discovered and posted these videos on the Internet — where they instantly went viral.

Here, McIntyre, a PRSA member, tells Domino's side of the story and takes us through the step-by-step process of the crisis — from his initial reactions to the videos to the way that Domino's implemented its crisis communication plan. He also speaks of the media's criticism of Domino's during the first 24 hours, provides advice to others who may find themselves in similar situations and explains what he learned about crisis management and social media from this experience.

On his reaction when first finding out about the videos:

My first reaction (MD) when I saw it was anger. I was angry because I love this place, I love this brand, I love the franchisees that I work with. And I took it personally — that it was a personal affront to everything that I've come to know about this company in the past 24 years. But my immediate reaction was to send the link to a couple of core people — our social media people, our head of security, senior management — to say, "This has been posted, we need to do something about it. Let's begin." There were a few of us on this immediate response team, and we channeled anger into action.

1) Decide and suggest the immediate action plan on the above incident by taking in to the consideration the immediate effects of the incidents on Domino's.

**Attempt any TWO from the remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the Stress management techniques used in Multinational enterprises
- b) Write a note on transactional analysis
- c) Write a note on Values Vs Skills

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the concept “ TQM people's moment”
- b) Write a note on “Truth is the source of power”
- c) Explain the role of Dharma (Religion) in leadership decision making process

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the types of listening
- b) Write a note on self actualization.
- c) What are the negative effects of stress on physical and mental health?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How to cultivate the Humility in conduct and decision making process?
- b) Explain the self actualization pyramid.
- c) What are the benefits of remaining indifferent to core?