

**Code No: MB1634/R16**

**MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019**

**LEADERSHIP MANAGEMENT**

**Time: 3 Hours**

**Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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| 1. a | Define Leadership? Describe the evaluation of leadership.                                   | 6M |
| b    | Explain the leadership model required for the new millennium organizations.                 | 6M |
| 2. a | Explain various models in situational leadership behaviour.                                 | 6M |
| b    | Discuss in brief about Maslow's theory of motivation.                                       | 6M |
| 3. a | Define organizational culture and explain the challenges in managing organizational culture | 6M |
| b    | Explain the significance of leadership development.   | 6M |
| 4. a | What are the different types of groups? Explain their formation and objective.              | 6M |
| b    | Briefly discuss about various interpersonal leadership skills.                              | 6M |
| 5. a | What is leadership Assertiveness? Explain.  | 6M |
| b    | Explain various tools of edification.   | 6M |
| 6. a | Examine the significance of developing character and values in leadership.                  | 6M |
| b    | Explain the characteristics and significance of leadership across the globe.                | 6M |
| 7. a | Compare and contrast the leadership style followed in any two countries.                    | 6M |
| b    | Explain various factors that can influence organizational leadership.                       | 6M |

8. Case study

12M

After 9/11 terrorist attack, the U.S. Govt. ordered to ground its entire fleet of Airlines and shutdown for days. All the U.S. Airlines were faced the same crisis. One that succeeded through the difficulty was Southwest Airlines, already known for its outstanding customer service. Southwest's passengers, flight attendants, pilots and ground crews were stranded all across the country after the terrorist attacks. But unlike their competition, Southwest's leadership did more than just sit and wait. They encouraged employees to leverage their trademark fun approach to business and to help stranded customers enjoy themselves at the movies or the local bowling alley. And when the ramifications of the shutdown forced other airlines to cut staff, Southwest's then-CEO, James Parker, announced just three days after 9/11 that the company would be keeping all of its employees, as well as issuing a profit-sharing payment.

Leadership characteristics like crisis management, creative problem solving and a strong belief in the company's vision saw Southwest through this unimaginable situation. The CEO also protected his staff, which ultimately led to a stronger airline.

- i. How can an airline survive a government order to ground its entire fleet and shut down for days?
- ii. How the leadership characters like Crisis management, creative problem solving and a strong belief in the company's vision can deal with this unimaginable situation in case of Southwest?
- iii. What innovative efforts made by its CEO to protect his staff which ultimately led to a stronger Airline?

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