



CASE STUDY APPROACH

A Case study is an analytical system of examining one's understanding. Every case study invariably consists of the following elements.

- (a) Introduction of the case.
- (b) A situation
- (c) Solution for the situation
- (d) Benefits
- (e) Conclusion with specific inputs
- (f) Issues to be discussed /addressed.

How to approach a Case Study ---Student Perspective.

As a case needs to be studied analytically, the approach should also be in the form of analysis.

The following steps form the part of analysis.

- (a) Read the case carefully from the beginning till the end.
- (b) Underline the important features of the case which forms the fact.
- (c) Write the facts which are identified collectively.
- (d) Study the situation and identify them with the issue asked for addressing the situation.
- (e) Provide individual opinions on the situation based on the solution indicated.
- (f) Please combine your practical work experience with the theoretical inputs that you have studies in study material.

Introduction of the Case

The following case is dealing about the Tri-State Telephone Operation.

Situation:-

John Godwin, Chief executive of Tri—State Telephone, leaned back in his chair and looked at the ceiling. How was he ever going to get out of this mess? At last night's public hearing. 150 angry customers had marched in to protest Tri –State's latest rate request. After the rancorous shouting was over and the acrimonious signs put away, the protesters had presented state regulators with some sophisticated economic analysis in support of their case. Additionally, there were a number of emotional appeals from elderly customers who regarded phone service as their lifeline to the outside world.-----

Solution:-

Godwin's company has recently proposed a new pricing system whereby users of local telephone services would simply pay for what they used rather than a monthly flat fee. All of the senior managers were convinced that the plan was fairer, even though some groups who used the phone with netable frequency (like real estate agents) would pay more. It would give the company an incentive to bring new services to their customers , and customers would be able to choose which ones to buy.-----

Inputs:-

Godwin himself believed the company should help its customers rather than fight with them.

Issues to be addressed.

- (a) Facts of the case.
- (b) Importance of stake holders.
- (c) Why do you think Tri-State's customers are so upset?
- (d) Personal opinion on the solution.

QUESTION PAPER

INSTRUCTIONS

1. Answer papers should reach within the prescribed time
2. Answer papers are to be hand written or the Soft copy if it is being sent by mail.
3. Answer should be written in ruled full scale papers.
4. Question name & Question No. should be written properly.
5. If the answer papers are not received within the prescribed time then the student will be disqualified.
6. Answer papers are to be sent by courier or speed post only.
7. Papers should be sent back along with the question papers.
8. Presentation and appearance of the answer papers also carry weightage.
9. Explain with diagrams and charts where needed.
10. Graphs can be used for related questions.
11. Where ever case studies are for 80 marks – The 20 marks are Internal which is for the Presentation and Knowledge application by the students.

PROJECT OUTLINE

The project under taken should invariably incorporate a Research Process. The following points can be considered as general guidelines.

- a) Identification of specific topic in which the project to be done.
- b) Define the problem
- c) Develop an approach to the problem such as,

Objectives

Analytical model, if any,

Research questions.

Hypothesis

Specification of information needed.

- d) Research Design formulation.
- e) Field work or data collection.
- f) Data preparation and analysis
- g) Interpretation, findings & recommendations.
- h) Bibliography, References etc.

A project report needs to be prepared on the specified lines as mentioned above.

Outline of Question pattern other than the case study approach

1. Each question asked would be related to some specific situation. The student is expected to identify a case let related to that situation and answer the analyze the question accordingly.
2. A case let is a short version of a case study. It may be a paragraph of about 10 to 20 lines with one or two questions for discussion.
3. This approach is aimed at increasing the identification strategy of a person with respect to a specific situation and not at getting a direct answer to a question.

HOW THE QUESTION PAPER WOULD BE

SUB: BANKING MANAGEMENT

N.B. (1) All questions carry marks indicated in braces

(2) Answer any 16 questions.

1. Explain role of different-----
2. Explain buyer's credit and -----
3. What is correspondent-----
4. -----
5. -----
6. -----
7. -----