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| **SESSION** | **AUG-SEP’23** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DHRM-404 CHANGEMANAGEMENT** |
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**Assignment Set – 1**

**1. What do you understand by organizational transformation? Explain the organizational transformation process. 3 + 7**

**Ans 1.**

Organizational transformation refers to a fundamental and comprehensive change in the way an organization operates, often driven by external or internal factors that necessitate a shift in its strategies, structures, processes, culture, or technology. It is a strategic and intentional effort to improve the overall performance and effectiveness of the organization in response to challenges or opportunities.

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**2. Explain the factors involved in communicating change. 10**

**Ans 2.**

Communicating change effectively is a critical aspect of successful organizational transformation. In times of change, employees and stakeholders need clear, consistent, and transparent communication to understand the reasons for change, the expected outcomes, and their role in the process. Here are ten key factors involved in communicating change:

**1. Clear Vision and Purpose:**

Clearly articulate the vision and purpose behind the change.

**3. Explain the techniques used to overcome resistance to change. 10**

**Ans 3.**

Overcoming resistance to change is a critical challenge in the process of organizational transformation. Resistance can manifest in various forms, including skepticism, fear, or reluctance to embrace new ways of working. Employing effective techniques to address resistance is crucial for the success of change initiatives. Here are several techniques that organizations can use to overcome resistance to change:

One key strategy involves **Communication and Engagement**. Clear and transparent

**Assignment Set – 2**

**4. Explain the factors affecting the choice of a change strategy. 10**

**Ans 4.**

Selecting an appropriate change strategy is a crucial decision for organizations undergoing transformation. The choice of strategy is influenced by a combination of internal and external factors that shape the context in which the change is taking place. Here are ten key factors affecting the choice of a change strategy:

**1. Organizational Culture:**

The existing organizational culture plays a significant role in determining.

**5. What do you understand by change agents? Explain the different types of change agents.**

**Ans 5.**

**Change Agents:**

Change agents are individuals or groups responsible for facilitating and implementing organizational change. They play a crucial role in guiding the transformation process, influencing others, and ensuring that the change objectives are met. Change agents can come from various levels within the organization or external consultants with expertis.

**6. Explain the concept of organizational learning. State the process of organizational learning.**

**Ans 6.**

**Concept of Organizational Learning**

Organizational learning is a dynamic and adaptive process through which an organization acquires, creates, shares, and retains knowledge to enhance its performance and effectiveness. It involves the continuous development of skills, insights, and capabilities at both individual and collective levels within the organization. Organizational learning is not only about reacting to immediate challenges but also about proactively anticipating and adapting.