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**BBABMC 309/BBMBMC 309**

**V Semester B.B.A./B.B.M. Degree Examination,  
October/November 2019**

*(Credit Based Semester Scheme)*

*(2012 Scheme)*

**Organisational Behaviour**

Time : 3 Hours]

[Max. Marks : 120

**SECTION - A**

1. Answer **any ten** from the following :

**(10 × 2 = 20)**

- (a) What is ideal self?
- (b) What are hygiene factors?
- (c) What is meant by valence?
- (d) State any two assumptions of X theory given by Mc Gregor.
- (e) What is 'Eustress'?
- (f) Distinguish between open self and blind self stated in Johari window.
- (g) Who is an introvert?
- (h) List any two personality traits.
- (i) What do you mean by 'Emotional Intelligence'?
- (j) Give the meaning of 'Endomorph'.
- (k) State any two individual coping strategies to manage stress.
- (l) What is meant by hallucination with regard to distortion in perception?

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**SECTION - B**

(8 marks each)

**(5 × 8 = 40)**

2. Define attitude. Explain the nature and components of attitude.
3. What do you mean by power? Explain the various types of power.
4. What are the key elements of organizational behavior? Explain.
5. What is counseling? Explain the types of counseling.
6. What are the non-financial incentives used for employee motivation? Explain.
7. Define personality. Explain the intra-psychic theory of Sigmund Freud.
8. What are the internal and external factors affecting perception?

**SECTION C**

(20 marks each)

**(3 × 20 = 60)**

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9. (a) Define perception. Explain the process of perception.  
Or  
(b) What are the reasons for inter-personal conflict? How transactional analysis helps to resolve the conflict?
10. (a) Define organizational behavior. Explain the historical development of organizational behavior.  
Or  
(b) Explain Maslow's need hierarchy theory of motivation.
11. (a) What are the types of formal and informal groups? Explain.  
(b) State and explain the factors influencing group cohesiveness.  
Or  
(c) What is stress? Explain the causes of stress.