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BBABMC 309/BBMBMC 309

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April 2021
(2012 Scheme)**

ORGANIZATIONAL BEHAVIOUR

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) Section – **A** : Answer in **one** or **two** sentences **each**.
2) Section – **B** : Answer in **not more than 2** pages **each**.
3) Section – **C** : Answer in **not more than 6** pages **each**.

SECTION – A (2 marks each)

Answer **any ten** questions in **one** or **two** sentences **each**. **(10×2=20)**

1. a) Define organisational behaviour.
- b) Define the term endomorph.
- c) What is an extrovert ?
- d) What is meant by perception ?
- e) Give the meaning of 'attitude'.
- f) What are motivation ?
- g) What do you mean by group cohesiveness ?
- h) Give the meaning of "interest groups".
- i) What do you mean by 'conflict' ?
- j) What is "role ambiguity" ?
- k) Define stress.
- l) What do you mean by counselling ?

SECTION – B (8 marks each)

(5×8=40)

Answer **any five** questions in **not more than 2** pages **each**.

2. Explain the key elements of OB.
3. Explain the physiognomy theory of William Sheldon.

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4. Explain the factors affecting perception.
5. Why do people join groups ?
6. Write a note on financial and non-financial incentives used in employee motivation.
7. Explain the various types of power.
8. Write a note on "Johari Window".

SECTION – C (20 marks each)

(3×20=60)

Answer the following questions in **not** more than **6** pages **each**.

9. Describe the historical development of OB.

OR

Explain the different stages in perception.

10. Explain Maslow's need hierarchy theory of motivation.

OR

Discuss the nature, components and functions of attitude.

11. Explain the causes of inter-group conflict. Explain the strategies to resolve it.

OR

What are the causes for stress ? What are its consequences ? Explain the strategies to manage stress.
