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BBABMC 309/BBMBMC 309

**Credit Based V Semester B.B.A./B.B.M. Degree Examination, April/May 2022
(2012 Scheme)
ORGANISATIONAL 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) Who is an introvert ?
- b) Give the meaning of attitude.
- c) What is stereotyping ?
- d) List any two personality traits.
- e) What are hygiene factors ?
- f) Give the meaning of interest groups.
- g) What are the characteristics of parent ego ?
- h) Write the meaning of self-esteem.
- i) What is ideal-self ?
- j) Define the term 'Endomorph'.
- k) What is meant by group cohesiveness ?
- l) What is counselling ?

SECTION – B (8 marks each)

Answer **any five** questions in **not** more than **2** pages **each** : **(5×8=40)**

2. What are the key elements of OB ?
3. State the factors affecting perception.

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4. What are the non-financial incentives used for employee motivation ? Explain.
5. Why do people join and form group ?
6. Explain the various types of power.
7. Explain the different types of counseling.
8. Explain Sheldon's Physiognomy Theory of Personality.

SECTION – C (20 marks each)

Answer the following questions in **not** more than **6** pages **each** : (3×20=60)

9. Define organisational behaviour. Explain the fundamental concepts of OB.

OR

Define personality. Explain the determinants of personality.

10. Explain Maslow's need hierarchy theory of motivation with a diagram.

OR

Define perception. Describe the perceptual process.

11. Explain the causes of interpersonal conflict and various strategies to resolve it.

OR

What is stress ? Explain the causes of stress and strategies to manage stress.
