

Reg. No

Name

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U2CPBBA2 : ORGANISATIONAL BEHAVIOUR
(For Regular - 2019 Admission & Supplementary 2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer any 6 (1 marks each)**

1. What do you mean by organisational climate?
2. What is cultural diversity?
3. What is job rotation?
4. What is inward communication?
5. What do you mean by conflict management?
6. What is organisational development?

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. Differentiate between autocratic and supportive model of organisation behaviour
8. Workforce diversity can become a competitive advantage explain
9. What are the learned characteristics that affect individual behaviour?
10. Explain Vrooms expectancy model.
11. What are the advantages of transactional analysis?
12. What are the different types of ego-states?
13. What are the benefits of group norms?
14. What do you mean by cliques? Explain its types.
15. What are the features of change?
16. What are the objectives of QWL?

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. Organisational behaviour enables to improve productivity comment on the statement.
18. Differentiate between TYPE A and TYPE B personality.
19. Differentiate between theory X and theory Y.
20. Explain trait theory of leadership.
21. Explain Johari Window.
22. What are the demerits of teamwork in an organisation?
23. What are the different conflict situations in an organisation?
24. What are the different approaches to organisational effectiveness?

(5 x 5 = 25)

Section D

Answer any 2 (15 marks each)

25. Explain the various motivational techniques used by an organisation.
26. Differentiate between formal and informal communication.
27. Explain the reasons for group formation
28. What are the various measures for overcoming resistance to change.

(15 x 2 = 30)