

BBA DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U2CPBBA2 : ORGANISATIONAL BEHAVIOUR
(For Improvement / Supplementary 2019/ 2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Define organisational behaviour.
2. What are official goals?
3. What do you mean by type A personality
4. What do you mean by complementary transactions?
5. What is group cohesiveness?
6. What is quality of work life?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. State the various organisational challenges faced by managers.
8. Sociology has a major impact on the study of organisational behaviour do you agree
9. Motivation can be positive as well as negative explain
10. Main criticism of Maslow need hierarchy theory.
11. What do you mean by stroking?
12. Describe the various levels of self awareness.
13. What are the different types of informal groups?
14. How can teams be classified on the basis of their objectives?
15. State the features of organisational culture
16. What are the functions of organisational culture?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Briefly explain evolution of organisational behaviour
18. What are the organisational factors that affect individual behaviour?
19. What are the various perception errors?
20. Explain the various leadership styles.
21. Explain the process of communication
22. What are the advantages of a Team?
23. Explain the causes of conflict in an organisation.
24. Explain the external forces of change.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain the factors affecting individual behaviour?
26. Describe the principles for effective communication.
27. Explain the factors influencing group cohesiveness.
28. What are the various measures for overcoming resistance to change.

(15 x 2 = 30)