

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023**SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U2CPBBA2 : ORGANISATIONAL BEHAVIOUR***(For Supplementary 2019/2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. What is Organizational Climate?
2. What are the different elements of organisational behaviour?
3. What is job rotation?
4. Define leadership.
5. What do you mean by conflict management?
6. What is quality of work life?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What are the types of organisational goals?
8. Discuss the scope of organisation behaviour
9. Explain trait theory
10. Explain Motivation.
11. What are the advantages of transactional analysis?
12. What are the characteristics of communication?
13. What are the functions of formal groups?
14. What are the benefits of group norms?
15. What are the features of change?
16. What are the objectives of QWL?

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Organisational behaviour enables to improve productivity comment on the statement.
18. Differentiate between theory X and theory Y.
19. Differentiate between TYPE A and TYPE B personality.
20. Discuss the merits of written communication.
21. Explain Maslow's Need Hierarchy Theory?
22. Differentiate between groups and teams.
23. What are the different conflict situations in an organisation?
24. What are the characteristics of organisational development

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. What is job satisfaction? Explain the factors influencing job satisfaction.
26. Describe the principles for effective communication.
27. Explain the different Theories of motivation
28. Explain the measures for improving quality of work life in an organisation.

(15 x 2 = 30)