



# BRAINWARE UNIVERSITY

Course – MCOM

Behavioral Science (MCM201)

(Semester – 2)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

## Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) The area of "knowledge foundation" deals with the importance of
    - a. understanding organizational behavior.
    - b. the behavior management process.
    - c. Development of solutions for achieving behavioral goals.
    - d. Identification of the causes of behavior.
  - (ii) A trait is best described as
    - a. a cluster of surface factors.
    - b. A temporary attitude toward a person or event.
    - c. A relatively permanent disposition of a person.
    - d. An environmentally determined hypothetical construct that shapes an individual's behavior and thought.
  - (iii) Introverts are characterized by
    - a. Impulsiveness.
    - b. Control.
    - c. Jocularly
    - d. Optimism.
  - (iv) Maslow described humans as having an innate tendency towards:
    - a. balance
    - b. Stimulation
    - c. Freedom from neurosis
    - d. Healthy growth and development

- (v) Hygiene theory of motivation was given by
  - a. Vroom
  - b. McClelland
  - c. Alderfer
  - d. Herzberg
- (vi) The following is not a work related attitude
  - a. Job involvement
  - b. Job satisfaction
  - c. Organizational commitment
  - d. Perception
- (vii) What is the nature of a reinforcer in Skinner's operant conditioning?
  - a. Positive.
  - b. Negative
  - c. Neutral
  - d. Any of the above.
- (viii) Which is the proper progression in Maslow's hierarchy of needs?
  - a. Belonging, physical needs, safety, esteem, and self-actualization.
  - b. Physical needs, safety, belonging, esteem, and self-actualization.
  - c. Safety, physical needs, belonging, esteem, and self-actualization.
  - d. Physical needs, safety, belonging, self-actualization, and esteem
- (ix) Which of the "Big Five" personality factors involves whether a person is quiet and reserved or talkative and outgoing?
  - a. Emotional style.
  - b. Interpersonal style.
  - c. Work style.
  - d. Expressive style.
- (x) According to ....., work is natural to most people and they enjoy the physical and mental effort involved in working
  - a. Theory X
  - b. Theory Y
  - c. Maslow's model
  - d. ERG Theory

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. What are the various types of leadership styles of an individual? [5]
- 3. Define the meaning of Hygiene Factors in an organization. [5]

4. Briefly define Blake & Mouton's Managerial Grid Model. [5]
5. Who are called transactional leaders? [5]
6. What is the meaning of Cognitive Learning Theory? [5]

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *five* from the following

7. (a) Briefly define Herzberg's Two Factor Theory of Motivation. [8]  
(b) State ERG theory of motivation. [7]
8. (a) Briefly explain the factors responsible for job satisfaction of an employee. [8]  
(b) Define the term attitude. [7]
9. (a) What is perceptual process? [5]  
(b) Give the steps of perceptual process. [10]
10. (a) What are the factors that determine personality of an individual? [5]  
(b) Why different individuals are having different personality? Give examples. [5]  
(c) Why job satisfaction is important for an employee? [5]
11. (a) What are the barriers of effective communication? [8]  
(b) What is the meaning of grapevine communication? [7]