



## **BRAINWARE UNIVERSITY**

**Course – BBA**

**Organizational Behaviour (BBAC-201)**

(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)

10×1 = 10

1. Choose the correct answer from the given alternatives: (Answer all)

- i) The approach to organization behaviour which suggests that its answers "depend upon the situation" is called the
  - a) Contingency approach
  - b) Behavioural approach
  - c) Field study approach
  - d) Mechanistic approach
- ii) Employee productivity, developing effective employees, and putting people first are challenges at the \_\_\_\_\_ level.
  - a) Individual
  - b) Motivational
  - c) Organizational
  - d) Group
- iii) What are personality traits?
  - a) Individual characteristics that are based solely on environmental factors
  - b) Enduring characteristics that describe an individual's behaviour
  - c) Individual characteristics that are based solely on heredity
  - d) Individual characteristics that are based solely on situational conditions
- iv) Working with others and workplace diversity are challenges at the \_\_\_\_ level.
  - a) Organizational
  - b) Motivational
  - c) Individual
  - d) Group

- v) Communication begins with
  - a) Encoding
  - b) Idea generation
  - c) Decoding
  - d) Channel selection
  
- vi) The unfounded belief that younger workers are more appealing than older workers is an example of
  - a) Stereotyping
  - b) Projection
  - c) Prejudice
  - d) Halo effect
  
- vii) Motivation is an important \_\_\_\_\_ variable.
  - a) departmental-level
  - b) individual-level
  - c) organization systems-level
  - d) group-level
  
- viii) In present context, challenges for OB are:
  - a) Employee expectation
  - b) Workforce diversity
  - c) Globalization
  - d) All of the above
  
- ix) \_\_\_\_\_ is the behaviour for a stimulus.
  - a) Stimulus
  - b) Response
  - c) Perception
  - d) Attitude
  
- x) \_\_\_\_\_ is known as 'Father of Scientific Management'.
  - a) Fredrick W. Taylor
  - b) Henry Fayol
  - c) Robert Owen
  - d) None of these

**Group – B**

(Short Answer Type Question)

5×3 = 15

(Answer any ***Three***)

2. Define Organization Behaviour? Discuss its significance in the organizational context.
3. What are the essential qualities of a Leader?
4. What do you understand by the term Organizational Communication? Give an example to illustrate your answer.
5. Discuss the Classical Conditioning theory of Learning.
6. Define Attitude? How does the concept apply in the organizational context?

**Group – C**

(Long Answer Type Question)

15×3 = 45

(Answer any ***Three***)

7. What is Work Motivation? Describe the process of Work Motivation. Compare the Maslow's Need Hierarchy Theory with Alderfer's ERG Model of Motivation. [3+6+6]
8. What are the different types of employee Attitudes? Describe the ABC Model of Attitude building. Also discuss the difference in attitude of the Type A and Type B personalities. [5+6+4]
9. What is Personality of an individual according to you? Elucidate the big five Personality traits. What are the various determinants of Personality? [5+5+5]
10. Mention some of the objectives of Communication in an organization. Describe the Communication Process. [6+9]
11. Explain the process through which a person forms his Perception about any object. Also mention the reasons for perceptual distortion. [9+6]