



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – BBA LL.B.-2020**

**Course Name – Organizational Behaviour**

**Course Code - BBALLB601**

**( Semester VI )**

**Full Marks : 60**

**Time : 2:30 Hours**

[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)

1 x 15=15

1. *Choose the correct alternative from the following :*

- (i) Indicate the personal characteristics that influences buying behavior
  - a) Age and stage in the life cycle
  - b) Occupation and economic circumstances
  - c) Personality and self-concept
  - d) All of the mentioned
- (ii) Identify the process that tells that marketers must work hard to attract customers
  - a) Selective attention
  - b) Selective distortion
  - c) Selective retention
  - d) All of these
- (iii) Identify the person who proposed Scientific Management approach
  - a) Elton Mayo
  - b) Henry Fayol
  - c) F.W. Taylor
  - d) A. Maslow
- (iv) Identify the person who proposed Bureaucratic approach
  - a) Elton Mayo
  - b) Henry Fayol
  - c) F.W. Taylor
  - d) Max Weber
- (v) Identify the person who conducted “Hawthorne experiment”
  - a) Elton Mayo
  - b) Henry Fayol
  - c) F.W. Taylor
  - d) A. Maslow
- (vi) Select the determinants of structure of human mind
  - a) Id
  - b) Ego
  - c) Super Igo
  - d) All of the mentioned
- (vii) Identify the theory proposed by Clayton Alderfer
  - a) Theory X and Theory Y
  - b) Hierarchy of Needs
  - c) ERG Theory
  - d) N Ach Theory
- (viii) Predict the name of the theory that proposes that the absence of dissatisfiers is not enough to motivate the purchase decision of customers
  - a) Freud’s theory
  - b) Maslow’s theory
  - c) Herzberg’s theory
  - d) None of the mentioned
- (ix) Predict the process that tells that marketers must work hard to attract customers

- a) Selective attention
- b) Selective distortion
- c) Selective retention
- d) All of these
- (x) Predict the challenge of long-term objectives
  - a) measurable
  - b) continually changing
  - c) Reasonable
  - d) challenging
- (xi) Choose the technique organizations need to assess their internal strengths and weaknesses.
  - a) SWOT analysis
  - b) Scenario building
  - c) PEST analysis
  - d) Benchmarking
- (xii) Predict the important feature of Delegation
  - a) A co-operative relationship
  - b) Act of mutual reliance
  - c) Freedom of thought and action
  - d) All of the mentioned
- (xiii) Select the communication that flows from subordinate to superior
  - a) Upward
  - b) Downward
  - c) Lateral
  - d) Horizontal
- (xiv) Predict the true nature of leadership
  - a) An individual with a vision and followers
  - b) The final step in the leadership practice
  - c) A person who is studying leadership as a subject
  - d) The first step in the leadership practice
- (xv) Identify the expression of impoverished style of leadership in managerial grid
  - a) 9,1
  - b) 1,9
  - c) 1,1
  - d) 9,9

#### **Group-B**

(Short Answer Type Questions)

3 x 5=15

- 2. Define organizing. (3)
- 3. Describe management roles. (3)
- 4. Discuss need for achievement. (3)
- 5. Explain major personality determinants. (3)
- 6. Explain path goal theory of leadership. (3)

**OR**

Explain Democratic Leadership. (3)

#### **Group-C**

(Long Answer Type Questions)

5 x 6=30

- 7. Explain Personality determinants. (5)
- 8. Explain motivational factors critically. (5)
- 9. Explain forming stage of group formation. (5)
- 10. Distinguish between power and authority. (5)
- 11. Describe functions of management. (5)
- 12. Explain parent ego. (5)

**OR**

Explain adult ego. (5)

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