

Q.P. Code : 14223

Second Semester B.B.A. Degree Examination, May/June 2019

(CBCS Scheme)

Business Administration

ORGANIZATIONAL BEHAVIOUR

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers should be written in English only.

SECTION – A

1. Answer any **FIVE** of the following sub-questions. Each question carries **2** marks :
(5 × 2 = 10)
- (a) What is attitude?
 - (b) Give the meaning of perception.
 - (c) What is job enrichment?
 - (d) What is ABC model?
 - (e) What is organizational change?
 - (f) State any two characteristics of learning.
 - (g) What is organizational behaviour modification?

SECTION – B

Answer any **THREE** of the following questions. Each question carries **6** marks :
(3 × 6 = 18)

- 2. Briefly explain the applications of OB in Management.
- 3. Distinguish between positive and negative reinforcement.
- 4. What is resistance? Why change is resisted?
- 5. Briefly explain factors affecting group performance.
- 6. Briefly explain the steps in organizational behaviour modification process.

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SECTION - C

Answer any **THREE** of the following. Each question carries **14** marks :

(3 × 14 = 42)

7. What is motivation? Discuss in detail the Maslow's Need Hierarchy theory.
 8. Explain various leadership styles with appropriate examples.
 9. What do you understand by organizational development? Discuss the major organizational development techniques.
 10. Explain how an understanding of attitudes is useful for the study of organizational behaviour.
 11. Explain the factors affecting organizational change.
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