



KA-3556

Second Year B. B. A. (Sem. III) (CBCS)

Examination

October / November – 2012

Organisation Behaviour

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविल निशानीवाणी विगतो उत्तरवली पर अवश्य लभवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
S. Y. B. B. A. (Sem. 3) (CBCS)

Name of the Subject :
Organisation Behaviour

Subject Code No. : **3 5 5 6** Section No. (1, 2,.....) : **NIL**

Seat No. :

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Student's Signature

- (2) All questions are **compulsory**.
- (3) Figures to the **right** indicate marks allotted for the question.
- (4) Write in neat handwriting and answer to the point.

1 Answer the following in a few sentences : (any five) **5×2=10**

- (a) Define "Perception".
- (b) What do you understand by "introversion" ?
- (c) Explain anthropology.
- (d) What does ERG stand for ?
- (e) Give an example of how learning affects perception.
- (f) What is meant by mutuality of interest among organizational members ?

2 Write short notes on : (any three) **6×3=18**

- (a) Perceptual distortion
- (b) Shortcomings of OB
- (c) Contextual perspective of OB
- (d) Perception and advertising

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[Contd.....

3 "Certain personality traits like independent, aggressive, competitive and cooperative can be traced to a person's environment and culture." – Discuss. 12

4 Explain the factors affecting perception. 10

OR

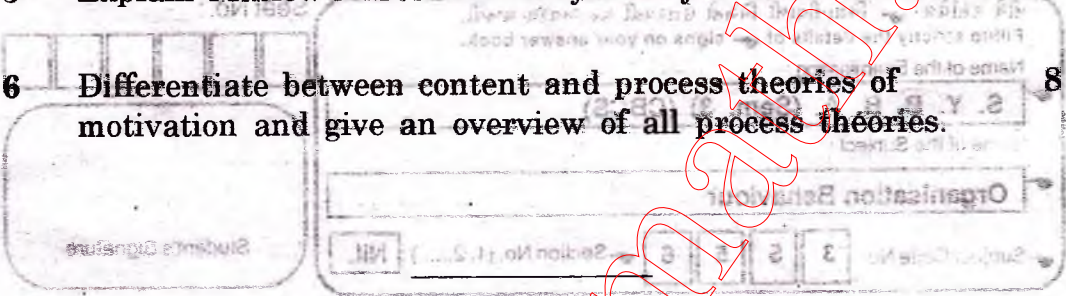
4 Discuss how to improve one's perception. 10

5 Explain Herzberg's theory of motivation with its evaluation. 12

OR

5 Explain Maslow's need hierarchy theory with its evaluation. 12

6 Differentiate between content and process theories of motivation and give an overview of all process theories. 8



(3) All questions are compulsory.
(2) Figures to the right indicate marks allotted for the question.
(1) Write in neat handwriting and answer to the point.

1 Answer the following in a few sentences : (any five) 5x2=10
(a) Define "Perception".
(b) What do you understand by "motivation"?
(c) Explain anthropology.
(d) What does ERG stand for?
(e) Give an example of how learning affects perception.
(f) What is meant by mutuality of interest among organizational members?

2 Write short notes on : (any three) 3x2=6
(a) Perceptual distortion
(b) Shortcomings of OB
(c) Contextual perspective of OB
(d) Perception and advertising