



**UA-3717**  
**First Year B. C. A. (Sem. II) (ATKT & CBCS)**  
**Examination**  
**March / April – 2012**  
**Organisation Structure & Behaviour**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

<p>नीचे दशांशक निशानवाणी विगतो उत्तरवही पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : <b>First Year B. C. A. (Sem. II) (ATKT &amp; CBCS)</b></p> <p>Name of the Subject : <b>Organisation Structure &amp; Behaviour</b></p> <p>Subject Code No. : <b>3 7 1 7</b> Section No. (1, 2,.....) : <b>Nil</b></p>	<p>Seat No. : <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>					

- (2) Answer any five of the following.  
(3) All questions have equal marks.

- 1 Answer the following briefly : 14
- (a) Define the term 'management'.
  - (b) Explain the decisional role of manager.
  - (c) State difference between mission and purpose.
  - (d) Discuss the term conflict, stress and frustration.
  - (e) Motivation is a continuous process - justify the statement.
  - (f) Give any three benefits of outsourcing.
  - (g) What is call centre ?
- 2 (a) List down functions of management and explain them. 7  
(b) Discuss the role of OB in making of a successful organization. 7
- 3 (a) Explain type of 'counseling'. 7  
(b) Define attitude. Discuss the functions of attitude. 7

- 4 (a) Define leadership. Describe the characteristics of leadership. 7  
(b) What is B.P.O ? What services are being offered by B.P.O. 7
- 5 (a) Define Motivation. Describe the importance of motivation. 7  
(b) Explain various skills of a manager. 7
- 6 Write short notes : (any two) 14  
(a) Call centre set up  
(b) Outsourcing  
(c) Leadership styles  
(d) Negative and positive motivation.
- 7 Read carefully the case and answer the following questions : 14

**CASE :**

Bharathari earned his P.G. Degree from a University in the North East India. He hails from a poor farming family with a rural background. He studied with great hardship. For him, it was 'earn while you learn'. He used to walk on foot 10 kms. for pursuing his studies. He proved 'where there is will there is a way'. God was also kind to him. On declaration of his result, Bharathari got a regular teaching post in the same college. For him, one bottle was over, but a new and more challenging just started.

Though Bharathari was hard working, he could not accept challenges of the new environment. He often went to the class five to ten minutes late. He got irritated when students asked questions. He brought petty and routine matters to his Head or peers for decisions.

Students started complaining about Bharathari to their Head. Even written complaints were found against him. It was a problem for the head now. The head found that Bharathari was plain and innocent by heart. He therefore decided to motivate him by saying 'each new teacher faces problems. The head was sure that his efforts will prove one day and the potential of Bharathari will be recognized. Bharathari assured the Head to honour his advice. He then left for his class with challenge and determination. Within a week his teaching improved and the students' reported their satisfaction to the Head.

**Questions :**

- (i) Comment on the issues involved in the case.
  - (ii) If you were the head, how would you improve Bharathari ?
  - (iii) Which motivation theory can help Bharathari ? Comment.
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