



JA-3717

First Year B. C. A. (Sem.-II) (CBCS) Examination

March / April – 2013

Organisation Structure & Behaviour

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृश्यादि निशानीवाणी विगतो उत्तरवही पर अवश्य कर्तवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
**First Year B. C. A. (Sem.-II) (CBCS)**

Name of the Subject :  
**Organisation Structure & Behaviour**

Subject Code No. : **3 7 1 7** Section No. (1, 2, ...): **Nil**

Seat No. :

Student's Signature

(2) Figures on the right indicate full marks of the question.

1 Answer the following questions briefly : 14

- (1) Define the term management.
- (2) Explain conceptual skills of a manager.
- (3) State any two characteristics of attitude.
- (4) What is difference between motivation and incentive ?
- (5) Explain technical skills of a manager.
- (6) What is job satisfaction ?
- (7) What is a call-centre ?

2 (a) How can a manager be effectively utilised in organization by his various roles ? 7

(b) Explain the human skills of manager. 7

OR

2 (a) Explain importance of management to an organization. 7

(b) State two types of leadership style. 7

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[Contd...

- 3 (a) "Attitudes once formed are difficult to change". Explain. 7  
(b) "Motivation is a continuous process". Explain. 7

OR

- 3 Define leadership. Explain characteristics of any one leader 14  
of your choice.

- 4 (a) What is motivation ? Explain various tools of 7  
motivation.  
(b) Discuss the various benefits of outsourcing. 7

OR

- 4 Explain the concept of attitude. How does attitude 14  
differ from opinions and beliefs. How does attitude affect  
behaviour ?

- 5 Mr. Adarsh wants to start up a call centre. As a 14  
consultant you are required to explain each and every step  
in detail for setting up a call centre. You may assume any  
industry for specification.