



RG-1842

B. C. A. (Sem. II) Examination
April / May – 2008
Organisation Structure & Behaviour

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशविक निशानीवाणी विगतो उत्तरवही पर अवश्य दपनी. Fillup strictly the details of signs on your answer book.	Seat No.:
Name of the Examination :	0 0 0 3 9 9
B. C. A. (Sem. 2)	S.P. Mishra Student's Signature
Name of the Subject :	
ORGANISATION STRUCTURE & BEHAVIOUR	
Subject Code No.:	
1 8 4 2	Section No. (1, 2,.....): Nil

- (2) All questions are **compulsory**.
(3) Figures to the **right** indicate final marks of the respective question.

- 1 Answer in brief: 10
- (1) What is a call centre ?
 - (2) Define the term management.
 - ✓ (3) What are technical skills and personal skills ?
 - ✓ (4) What is positive and negative motivation ?
 - (5) Discuss briefly free-rein style of leadership ?

- 2 Why is it important for every manager to study and understand the subject of behavioural science ? 12

OR

- 2 (a) Discuss the various roles of a manager. 6
(b) What is job enrichment ? How does it differ from job enlargement ? 6

- 3 (a) Distinguish between directive and non-directive counselling. 6
(b) Discuss the carrot and stick approach of motivation. 6

OR

3 Explain Maslow's theory of needs. Also outline the importance of motivation in an organization. 12

4 Discuss the various styles of leadership with their merits and demerits. 12

OR

4 (a) Write a note on scope of management. 6

(b) Discuss the benefits of outsourcing. 6

5 Write short notes : (any two) 12

(1) Attitude

(2) Need for counselling

(3) Mission, Vision and Goal.

6 CASE STUDY : 12

Murthy, is a clerk with the marketing division of Aarti Trading Corporation (ATC). He wanted to study MBA, however, due to certain reasons he could not acquire this degree. He is associated with a well-known social and charitable organization and thereby cultivated some contacts which are being used by him for getting favours for ATC and its director, Mr. Rangrajan.

He believes working on relationship basis. Hence, he works for selected people in the organization who maintain good inter-personal relationship with him. He often reports late for work and uses the organization's resources for his personal gains.

Several employees in the marketing division have complained to the director about his indifferent attitude towards his primary job responsibilities. The director has turned a blind eye towards his shortcomings :

(1) Comment on the issues involved in this case.

(2) Identify the job related attitude of Murthy. Does he score high or low on this attitude ?

(3) As a director, how would you tackle with Murthy.