RD-3527
Second Year B. B. A. (Sem. IV) (CBCS) Examination
March / April - 2017
Organisation Behaviour - II

Time : 2 Hours] [Total Marks : 50

Instruction :

1 Answer the following questions in brief :
   (1) Define Attitude.
   (2) What is Group ?
   (3) What is intra-personal conflict ?
   (4) What is Value ?
   (5) What is operant conditioning ?

2 (a) Explain various types of job attitude.  7

(b) Explain the four functions of attitude.  7

   OR

2 Attitude once developed is difficult to change, explain in terms of formation of attitude.  14

3 Do you think conflict can be beneficial to organization ?  14
   Support your answers with an appropriate aspect of conflicts.

   OR

3 (a) Explain Pitfalls of Group.  7

(b) Explain different types of group.  7

RD-3527] 1 [Contd...
Case Study:

You have been appointed as branch manager in A1 chemicals Ltd., Nagpur. While joining duty, you observed that union leader was behaving in rude and arrogant manner. You also observed that, in lunch break, union leader and his four to five members used to smoke near fuel tank and even after completion of break time, they do not resume their duty. With intensive research, you found that, union leader had very bad experiences with management of the firm in the past, hence he had developed negative attitude towards management of the firm and its each and every decisions.

**Answer the following questions:**

1. How will you infuse positive attitude in union leader?
2. Which conflict resolution technique should be applied in the case?

You can state your assumptions.