



**RB-1822**  
**First Year B. C. A. Examination**  
**April / May – 2010**  
**Organization Structure & Behaviour**  
*(New Course)*

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

<p>नीचे दर्शायेख निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : F. Y. B. C. A.</p> <p>Name of the Subject : Organization Structure &amp; Behaviour</p> <p>Subject Code No. : 1 8 2 2 Section No. (1, 2,...): Nil</p>	<p>Seat No. : □ □ □ □ □ □</p> <p style="text-align: center;">Student's Signature</p>
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(2) Answer any **five** of the following questions.

(3) All questions carry equal marks.

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|---|---|----|
| 1 | Answer the following : Be brief and to the point.                               | 14 |
|   | (a) Explain human skills required by a manager.                                 |    |
|   | (b) Write three benefits of Motivation.   |    |
|   | (c) Write three benefits of Counselling.  |    |
|   | (d) Define leadership.  |    |
|   | (e) List three levels in organizational structure.                              |    |
|   | (f) Write two sources of 'Attitude' formation.                                  |    |
|   | (g) What is Call Centre?  |    |
| 2 | (a) Explain the significance of 'Management'.                                   | 7  |
|   | (b) Discuss the scope of Management.  | 7  |
| 3 | (a) Describe the following :<br>(i) Technical Skills<br>(ii) Informational Role | 7  |
|   | (b) What is BPO? What services are being offered by BPOs?                       | 7  |
| 4 | (a) Explain Call Centre set-up and functions.                                   | 7  |
|   | (b) Which qualities are required by a good leader?                              | 7  |

- 5 (a) Explain different leadership styles. 7  
(b) What differentiates 'Leadership' from 'Management'? 7
- 6 Write short notes on any **two** : 14  
(a) Needs and benefits of Outsourcing  
(b) Types of Counselling  
(c) Structure of Organization  
(d) Characteristics of Attitude
- 7 Read carefully the following case and answer the questions following it : 14
- Case:**  
***Story of Thomas Edison***
- One day a partially deaf four year old child came home with a note in his pocket from his teacher, "Your Tommy is too stupid to learn, get him out of the school". His mother replied "My Tommy is not too stupid to learn, I will teach him myself." And, that Tommy grew up to be the great Thomas Edison, famous for his various inventions.
- Questions :**
- (i) Describe positive motivation with the help of role played by the mother of Thomas Edison.
- (ii) 'Teachers can be good leaders for their students' - do you agree?
- (iii) Was the attitude of Edison's teacher correct?
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