



**SB-1372**

**Second Year B. B. A. (Sem. III) Examination**  
**March / April - 2011**  
**Behavioural Science**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य कपवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
← S. Y. B.B.A. (SEM. 3)		<input type="text"/>	
Name of the Subject :		<input type="text"/>	
← BEHAVIOURAL SCIENCE		<input type="text"/>	
← Subject Code No. : <input type="text"/> 1 <input type="text"/> 3 <input type="text"/> 7 <input type="text"/> 2		← Section No. (1, 2,.....) : <input type="text"/> NIL	
		Student's Signature	

- (2) Figures to the right indicate full marks for that question.
- (3) Answer in neat handwriting.
- (4) Indicate the correct question number for all attempted questions.
- (5) Draw neat diagram where necessary.

1 Answer the following questions in short : 5×3=15

- (a) Define the term 'Group'.
- (b) Explain the word "Attitude".
- (c) What do you understand by "Undiscovered self" ?
- (d) Define "Organizational Behaviour".
- (e) Explain instrumental value with an example.

2 What is the relationship between the employees productivity and their attitude towards the organization that employs them ? How would the productivity be affected if only one attitude is present in an employee and other two attitudes are absent ? 15

**OR**

2 "Perception very often leads to complications and problems in real life situations". – Why ? Explain factors affecting perception with examples. 7+8=15

- 3 How is personality related to organizational behaviour ? 10  
– Explain.

**OR**

- 3 Define value and value system. Explain the factors that 10  
affect formation of values.

- 4 Write short notes on any **three** : 15

- (a) Types of Groups
- (b) Conflict process
- (c) Improving ethical behaviour in organization
- (d) Ego states.

- 5 Read the following case study and answer the following 5  
questions :

Gopal, Senior Finance Manager at XYZ Bank (Mumbai) has been working with this bank for the last 7 years and has been very happy and satisfied with the work and the work environment. Recently, he received a call from ABC Bank, which has always been a dream organization for Gopal. ABC Bank offers Gopal a post at the same hierarchical level but at their Hongkong branch.

Gopal was in conflict now and not certain whether he should accept the offer from ABC bank.

On the one hand he had a well paying, comfortable job at XYZ bank where his chances of promotion soon was very bright.

On the other hand was a lucrative offer from a foreign bank where he always dreamt of working.

Questions :

- (a) What level and type of conflict is Gopal experiencing ? 10  
Explain in detail.
- (b) What factors would you consider if you were in 5  
Gopal's situation ? Why ?