



KA-3556
Second Year B. B. A. (Sem. III) (CBCS)
Examination
October / November – 2012
Organisation Behaviour

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दृशाविले निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : S. Y. B. B. A. (Sem. 3) (CBCS)</p> <p>Name of the Subject : Organisation Behaviour</p> <p>Subject Code No. : 3 5 5 6 Section No. (1, 2,.....) : NIL</p>	<p>Seat No. : <input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) All questions are **compulsory**.
(3) Figures to the **right** indicate marks allotted for the question.
(4) Write in neat handwriting and answer to the point.

1 Answer the following in a few sentences : (any **five**) **5×2=10**

- (a) Define "Perception".
- (b) What do you understand by "introversion" ?
- (c) Explain anthropology.
- (d) What does ERG stand for ?
- (e) Give an example of how learning affects perception.
- (f) What is meant by mutuality of interest among organizational members ?

2 Write short notes on : (any **three**) **6×3=18**

- (a) Perceptual distortion
- (b) Shortcomings of OB
- (c) Contextual perspective of OB
- (d) Perception and advertising

- 3 "Certain personality traits like independent, aggressive, competitive and cooperative can be traced to a person's environment and culture."– Discuss. 12
- 4 Explain the factors affecting perception. 10
- OR**
- 4 Discuss how to improve one's perception. 10
- 5 Explain Herzberg's theory of motivation with its evaluation. 12
- OR**
- 5 Explain Maslow's need hierarchy theory with its evaluation. 12
- 6 Differentiate between content and process theories of motivation and give an overview of all process theories. 8
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