

(3503ORB15)

THREE YEAR B.B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2017

THIRD SEMESTER

Part II — B.B.A.

ORGANIZATION BEHAVIOUR

Time : 3 Hours

Max. Marks : 75

PART – A

Answer any FIVE of the following.

(Marks : 5 × 5 marks = 25 marks)

1. Explain nature of OB.
2. Focus and purpose of OB.
3. Briefly explain personality Type A and Type B.
4. Attitude Vs. Values.
5. Explain importance of perception.
6. Explain characteristics of Attitude.
7. Explain formal group and informal group.
8. Explain process of learning.
9. Leader Vs Manger.
10. Importance of leadership.

PART – B

Answer any FIVE questions choosing at least Two questions from each Section, carries equal marks.

(Marks : 5 × 10 marks = 50 marks)

SECTION – A

UNIT – I

11. Define OB. Explain frame work of OB.
12. Explain the models of OB.

UNIT – II

13. Define personality. What are the factors influence personalities.
14. Define learning. Explain theories of learning.

UNIT – III

15. Define attitude. What are the techniques for measurement of Attitude?
16. Define perception. What are the factors influence perception.

SECTION – B

UNIT – IV

17. How do formulate the organization structure.
18. Define group dynamic. Explain group decision making techniques.

UNIT – V

19. Define leadership. Explain styles for leadership.
 20. Explain the influence of power and politics on behaviour.
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