



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA –Third Semester

Programme Code-BBA-12

Course Name- Organisational Behaviour

Course Code-BBA 301

Maximum Marks-40

Session -2014-15, Summer

Last Date of Submission: 31 January, 2015

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Organisational behaviour across cultures
2. Determinants of Personality
3. Johari Window Model
4. Perceptual Selectivity
5. Conflict Management
6. Strategies to overcome Individual and organisational stress
7. Principle of Reinforcement and Punishment
8. Techniques of Group Decision Making

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

Q1. What are the functions of Attitude? Which are the barriers to change in attitude? What ways can be adopted for changing the attitudes?

Q2. Explain clearly the 'Maslow's need hierarchy theory.' How does it differ from that of Herzberg's 'two factor theory'? Identify the motivators that you would address for BBA Students.

Q3. How do the disciplines of sociology and anthropology contribute in the development of human beliefs, values and attitudes?

Q4. List and explain some of the most important factors that contribute to Group cohesiveness. Also, explain some of the advantages and consequences of Group Cohesiveness.