

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME)
(MBACN)**

Term-End Examination

June, 2011

MCN-005 : ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

Note : All questions carry equal marks. Answer any five.

1. What is Organizational Behaviour ? Why is study of organizational behaviour a 'MUST' for a manager ? 20
2. Which studies triggered 'Human Relations' movement ? Who are the early contributors to this movement of linking productivity to employee satisfaction ? 20
3. (a) "Herzberg's Two - factor Theory", has made significant contribution to understanding of work motivation and what actions organizations can initiate. Respond to this statement with reasons to substantiate your views. 10
(b) What is the main criticism of 'Reinforcement Theory' ? How do you view, use of reinforcement in Behaviour Modification ? 10

4. What does 'Stereotyping' mean ? Why is it considered to be a perceptual problem ? 20
5. (a) Explain 'Cognitive' and 'Affective' components of an attitude. Substantiate with examples. 10
(b) Describe 'Type A - Type - B' personalities in relation to stress. 10
6. According to Festinger's 'Cognitive Dissonance Theory' what factors determine the strategies adopted by individuals to restore incompatibilities of attitudes and behaviour ? 20
7. (a) Explain the 'Big Five' model of personality. 10
(b) Explain the external (attention) factors in perception selectivity. 10
8. Write short notes on *any FOUR* of the following : 20
(a) Alderfer's ERG Theory.
(b) Attitude Surveys : Purpose and content.
(c) Negative reinforcement and punishment.
(d) Any *ONE* Theory of Learning.
(e) D. McGregor's Theory X - Theory Y.
(f) Determinants of personality.
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