

MMPC-011

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)/Post Graduate Diploma in Human Resource Management (PGDIHRM)

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPC-011: Social Processes and Behavioural Issues

(Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 sessions is 31st October, 2024)



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-011
Course Title	:	Social Processes and Behavioural Issues
Assignment Code	:	MMPC-011/TMA/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Discuss the modern theories of leadership citing relevant examples.
2. Explain behavior modification process citing suitable examples.
3. Explain any two theories of motivation citing relevant examples.
4. What is organisational citizenship behaviour? Discuss different approaches to OCB.
5. What are the basic elements in perceptual process? Discuss the factors influencing perception with the help of examples.