

**BACHELOR IN BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBASM)**

Term-End Examination

December, 2022

**BSM-007 : UNDERSTANDING HUMAN
BEHAVIOUR**

Time : 2 hours

Maximum Marks : 50

Note : Attempt *all* the questions.

1. Answer all the questions. Each question carries 1 mark.
- (a) What is cautious personality ?
 - (b) Explain the meaning of organisational culture.
 - (c) Explain monetary incentive.
 - (d) What is conflict aftermath ?
 - (e) What is written communication ?
 - (f) What is autocratic leadership ?
 - (g) What is task-based conflict ?
 - (h) What is universalism ?
 - (i) What is Sikken attitude ?
 - (j) What is organisational transition ?

2. Answer any **five** of the following in about 100 words each. Each question carries 2 marks.
- (a) Who is a transactional leader ?
 - (b) Explain the stages of negotiation.
 - (c) What are the types of motivation ?
 - (d) Explain the process of empowerment.
 - (e) Explain the structure of matrix organisation.
 - (f) Differentiate between Universalism and Particularism.
 - (g) What is Stress ? Explain.
 - (h) How can one improve team communication ?
3. Answer any **four** of the following in about 250 words each. Each question carries 5 marks.
- (a) Explain the reasons for conflict to occur in an organisation.
 - (b) What are the key factors affecting organisational behaviour ?
 - (c) Explain qualities of a good leader.
 - (d) Explain any two motivation methods.
 - (e) How can team communication be improved ?
 - (f) Explain types of emotions.
4. Answer any **one** of the following in about 500 words. The question carries 10 marks.
- (a) Explain the importance of understanding personality in organisations and describe different personality traits.
 - (b) Explain the causes of organisational change and discuss how to overcome resistance to change with an example.