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BSM-007

**BBA (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2023

**BSM-007 : UNDERSTANDING HUMAN
BEHAVIOUR**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer all questions. Each question carries 1 mark.
 - (a) Define strategy.
 - (b) What is organisational commitment ?
 - (c) What is conscientiousness ?
 - (d) What is self-esteem need ?
 - (e) Who is an introvert ?
 - (f) What are emotions ?
 - (g) What is positive attitude ?
 - (h) What is two-way feedback ?
 - (i) What is unfreezing ?
 - (j) What is project organisation ?

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2. Answer any *five* in about **100** words each. Each question carries 2 marks. $5 \times 2 = 10$
- (a) What are the characteristics of organisational structure ?
 - (b) List out the steps for managing organisational culture.
 - (c) Discuss in brief the process of organisational change.
 - (d) What is Particularism ?
 - (e) What is extrinsic motivation ?
 - (f) Explain the role of communication in team.
 - (g) What is felt conflict ?
 - (h) Enlist the functions of a leader.
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) Explain the reasons for conflict to occur in organisations.
 - (b) Explain job enrichment.
 - (c) Explain the methods of Team Communication.
 - (d) Explain the stages of negotiation.
 - (e) Explain different approaches to reduce workplace stress.
 - (f) How do you overcome resistance to change in organisations ?

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4. Answer any *one* question in about **500** words.
Question carries 10 marks. 1×10=10
- (a) Discuss the factors affecting organisational behaviour and the importance of personality in organisation.
- (b) What is an attitude ? Discuss various types of attitudes and the attitudes required for an employee in organisations.