

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**June, 2013**

**MCN-005 : ORGANIZATIONAL BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the systems concept of Organizational Behaviour. Explain its application in Industry. 20
2. Discuss the five phases of Hawthorne Experiments and explain how they have culminated into Human Relations theory ? 20
3. What is the concept of personality ? What is its importance in OB ? How to develop personality ? 20
4. Discuss the perceptual process and its barriers in detail. 20

5. Discuss the classical conditioning and operant conditioning models of learning behaviour and explain how they can be used in OB modification ? 20
6. Explain the importance of attitudes in shaping behaviour in organizations. What is the importance of attitude surveys and how to conduct them ? 20
7. What is the basic difference between content and process theories of motivation ? Under which category Victor Vroom's expectancy theory will fall and why ? Explain by the interpretation of Vroom's theory. 20
8. Write short notes on *any four* of the following : 5x4=20
- (a) Bureaucracy
  - (b) Perceptual selectivity
  - (c) 14 Principles of Management
  - (d) Johari Window
  - (e) Punishment
  - (f) Lawler's expectancy model
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