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**BSM-007**

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

**Term-End Examination**

**June, 2022**

**BSM-007 : UNDERSTANDING HUMAN  
BEHAVIOUR**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Attempt all questions.*

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1. Answer all questions. Each question carries 1 mark.
  - (a) What is agreeable personality ?
  - (b) Explain job enrichment.
  - (c) What is opendoor policy ?
  - (d) Explain tough guy culture.
  - (e) Explain the stage of refreezing.
  - (f) Explain encounter stress.

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- (g) What is Manifest conflict ?
  - (h) Explain the structure of functional organization.
  - (i) What is transactional leadership ?
  - (j) What is Verbal Communication ?
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.
- (a) Explain the steps in managing organisational culture.
  - (b) Explain the stage of refreezing in the process of organisational change.
  - (c) What are the consequences of workplace stress ?
  - (d) What is counterproductive work behaviour ?
  - (e) Explain the structure of line organisation.
  - (f) What is high turnover rate ?
  - (g) Explain the types of communication.
  - (h) What are values ?

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3. Answer any **four** of the following questions in about **250** words each. Each question carries 5 marks.
- (a) What are the outcomes of Bad Team Communication ?
  - (b) Explain the functions of a leader.
  - (c) Explain the characteristics of organisational culture.
  - (d) Explain Herzberg's theory of motivation.
  - (e) What is the nature of negotiation ?
  - (f) How to build team spirit ?
4. Answer any **one** question in about **500** words. Each question carries 10 marks.
- (a) Discuss and describe the attitudes that an employee must possess.
  - (b) Discuss and describe the determinants of personality.