

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2011

**MFW-006 : HRM/ORGANIZATIONAL
BEHAVIOR**

Time : 3 hours

Maximum Marks : 70

There are two sections in this paper. Section A is compulsory.

SECTION - A

1. How can the field of organisational behaviour contribute to both the effective functioning of organisations and to the well being of individuals? Are there goals inconsistent? Justify your answer. **20**

OR

Although only some people in an organisation need to know about marketing or accounting or production, almost everyone benefits by knowing about organisational behaviour. Do you agree with the statement? How can knowing OB help you in your work?

SECTION - B

(Attempt any five Questions)

2. Differentiate between "Intrapsychic Theory and Self Theory". 10
3. (a) Define HRM. Briefly Explain its scope and objectives. 5
(b) Distinguish between traditional and strategic HRM. 5
4. Define value and its various types suggested by ALLPORT ? 10
5. Write short notes on any **two** of the following. 10
 - (a) Performers
 - (b) Achievers
 - (c) Pleasers
 - (d) Avoiders
6. What is social perception and how is it applicable to the field of OB ? 10
7. How does the "Locus of Control" interfere with one's task performance ? 10
8. What is Job satisfaction ? What are it's major causes and consequences of dissatisfaction ? 10
