

SE – 275

II Semester B.B.A. Examination, September 2020 (CBCS (F+R) 2014-15 and Onwards) BUSINESS ADMINISTRATION Paper – 2.5 : Organisational Behaviour

Time: 3 Hours

Max. Marks: 70

Instruction : Answer should be written in English only.

SECTION - A

Answer any five sub-questions. Each sub-question carries two marks. (5×2=10)

- 1. a) What is perception ?
 - b) What is reinforcement ?
 - c) What are personality traits ?
 - d) Define a group.
 - e) What is sensitivity training ?
 - f) What is TQM ?
 - g) What is ABC model ?

SECTION - B

Answer any three of the following. Each question carries six marks. (3×6=18)

- 2. Discuss the components of attitude.
- 3. Briefly discuss the stages of group life cycle.
- 4. Mention the short comings of OB.
- 5. State the stages of perceptual process.
- 6. Explain the components of learning.

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SECTION - C

Answer any three of the following questions. Each question carries fourteen marks.

$(3 \times 14 = 42)$

- 7. Explain the factors influencing organisational change.
- 8. Why individuals join groups ? Explain the reasons.
- 9. Explain the different types of rewards in an organisational reward system.
- 10. Explain the sources of attitude formation.
- 11. Write a note on :
 - a) Observation learning.
 - b) Levels of conflict.
 - c) Transactional analysis.

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