

MAY 2011

P/ID 28456/PPYF

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions in about 50 words each.

All questions carry equal marks.

1. Attribution.
2. Cognitive Dissonance.
3. Management skills.
4. n Achievement.
5. Machiavellianism.
6. Stress.
7. Job Rotation.
8. Self-Serving Bias.
9. Consumption subculture.
10. Semiotics.

PART B — (5 × 6 = 30 marks)

Answer ALL questions in about 250 words each.

All questions carry equal marks.

11. (a) Write a short note on importance of Organizational behavior.

Or

- (b) Discuss about frequently used shortcut in judging others.

12. (a) Explain transactional leadership style.

Or

- (b) What are the factors influencing perception?

13. (a) Write a short note on group structure.

Or

- (b) Explain centralization and Decentralization.

14. (a) Describe the resistance to organizational change.

Or

- (b) Write a note on 'Personality and matching jobs'.

15. (a) Write short note on 'Nominal Decision-making'-technique.

Or

- (b) Describe the nature of consumer behavior.

PART C — (5 × 10 = 50 marks)

Answer ALL questions in about 500 words each.

All questions carry equal marks.

16. (a) Give a detailed account on different theories of leadership.

Or

- (b) Define organizational behaviour. What are the various fields contributing to OB?

17. (a) Describe various theories of motivation.

Or

- (b) Define occupational stress. Describe its causes and preventions in organizational settings.

18. (a) Elaborate Organizational culture.

Or

- (b) Explain directions of communication in an organization.

19. (a) What are the different models of consumer decision-making?

Or

(b) Explain the role of society and family on consumer behavior.

20. (a) Define market segmentation. Explain the steps involved in market segmentation.

Or

(b) What is consumer reference group? Explain the role of reference groups in the consumption behavior of a consumer.
