



WEST BENGAL UNIVERSITY OF TECHNOLOGY

HU-801A

ORGANISATIONAL BEHAVIOUR

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.
The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
* All symbols are of usual significance.*

GROUP A (Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) Perception consists of:
- (A) information at the elementary sensory level
 - (B) sensory reduction of impulses in the nervous system
 - (C) the process of interpreting sensations and giving them meaning
 - (D) the processes in the brain the underlie sensation
- (ii) Pick the incorrect statement about quality management.
- (A) Quality management is a philosophy of management
 - (B) Quality management is a system management with tools and techniques that help manage for quality
 - (C) Quality management builds strong ties with suppliers and customers
 - (D) Quality management tries occasionally to improve the quality of an organization's product or service

- (iii) According to Sigmund Freud's Psychoanalytical theory, ethical or moral part of personality with perfection at its goal is called
- (A) Id (B) Ego
✓(C) Super Ego (D) Supreme Ego.
- (iv) The immaturity to maturity continuum of personality development was proposed by
- ✓(A) Chris Argyris (B) Max Weber
(C) Sigmund Freud (D) Vilfredo Pareto.
- (v) Leader meets a group of subordinates, discusses the problems with them and listens to their ideas and suggestions. Later he may take the decision that may or may not be in accordance with his subordinates' suggestions. This is ___ leadership style
- (A) autocratic ✓(B) participative
(C) directing (D) consultative
- (vi) Hawthorne Studies is related to which stage of the organizational behavior evolution
- (A) industrial revolution, (B) scientific management,
(C) organizational behavior (D) human relations movement
- (vii) An example of lateral communication process is,
- (A) vice president to manager, (B) manager to executive,
(C) executive to executive, ✓(D) all of the above
- (viii) Mr. Bernard used to work as a brand manager with P and G Chile. He was quite successful there. Based on his performance, management decided to transfer him to China. Mr. Bernard, while taking decisions, started attacking problems from the angles of Chilean market. It is a syndrome of
- ✓(A) adjustment heuristic (B) the representative heuristic
(C) anchoring heuristic (D) probable heuristics

- (ix) Jack Welch always took decision from his Guts. The name of his autobiography is 'Straight from the Guts'. He followed which of following concept of decision making
- (A) Simon's bounded rationality model
 - ~~(B) Economic rationality model~~
 - (C) judgmental model
 - (D) all of the above
- (x) Self-Actualisation is
- ~~(A) lower order need~~
 - (B) higher order need
 - (C) lower order want
 - (D) higher order want
- (xi) n (Aff) refers to
- ~~(A) Need for affiliation~~
 - (B) Need for affection
 - (C) Need for affluence
 - (D) Need for affinity
- (xii) The creative process model includes preparation, incubation, insight and
- (A) verification
 - (B) thinking
 - (C) achievement
 - ~~(D) creativity~~

GROUP B
(Short Answer Type Questions)

- Answer any *three* questions. 3×5 = 15
2. Briefly explain conflict management strategies. 5
 3. What are the different barriers to effective communication? 5
 4. Analyse the relevance of Aldexfer's ERG theory of motivation. 5
 5. Explain the difference between delegation and decentralization. 5

6. ✓ What do you mean by organization polities? Why to organizational polities emerge? 2+3

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. What do understand by job stress? Explain in detail the physiological, psychological and behavioural effects of job stress. 3+12
8. ✓ What is perceptual selectivity? What factors influence perceptual selectivity? 5+10
9. ✗ Define personality. Discuss the Big Five Model of personality in detail. 5+10
10. Discuss the relevance of employee branding and its relationship with the ability of a company to attract them. How will you improve the job satisfaction of employees? 10+5
11. (a) ✓ 'A good leader is not necessarily a good manager.' Comment on the validity of this statement. 5+10
(b) ✓ Distinguish between transactional and transformational leadership
12. Write short notes on any *three* of the following: 3×5
- (a) ✓ Organizational culture
 - (b) ✓ Team effectiveness
 - (c) Attribution theory
 - (d) ✓ Stages of group development
 - (e) Organizational design.