



19

II Semester B.B.A. (CBCS) (2014-15 and Onwards)  
Examination, May 2016  
(Fresh + Repeaters)  
**BUSINESS ADMINISTRATION**  
**Paper – 2.5 : Organisational Behaviour**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in **English only**.

SECTION – A

Answer **any five** of the following sub-questions. **Each** question carries **two** marks.

(5×2=10)

1. a) What is perception ?
- b) What is Halo effect ?
- c) What is group think ?
- d) Define OB.
- e) Give the meaning of ESOP.
- f) What is inter-personal conflict ?
- g) What is Organisational Development ?

SECTION – B

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

(3×6=18)

2. Briefly explain three ego states under transactional analysis.
3. Explain the applications of OB in Management.
4. Explain any six types of Groups.
5. Distinguish between positive reinforcement and negative reinforcement.
6. Explain the factors influencing perception.

P.T.O.



SECTION – C

Answer **any three** of the following. **Each** question carries **fourteen** marks. **(3×14=42)**

7. What is Attitude ? Explain the components and sources of attitude.
  8. Explain the steps involved (or) framework of organisational behaviour modification.
  9. What is personality ? Explain the determinants of personality. How personality influences OB ?
  10. Discuss the different types of OD interventions (Techniques of OD).
  11. Write short notes on :
    - a) Life positions
    - b) Self-fulfilling prophecy
    - c) QWL.
-