

Total No. of Pages : 2

Register Number :

6984

Name of the Candidate :

M.B.A. EXAMINATION DECEMBER 2013.

(CUSTOMER RELATIONSHIP MANAGEMENT)

(FIRST YEAR)

150 — ORGANISATONAL BEHAVIOUR

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Define organisation behaviour.
2. What is mean by motivation?
3. Define Merger.
4. What do you understand by decision making?
5. Define leadership.
6. What is mean by politics?
7. Define organizational dynamics.
8. What is meant by organizational effectiveness?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. Explain the nature and scope of organisation behaviour.
10. How does personality influence on organizational behaviour? Explain.
11. Explain the principles and types of departmentation.
12. What are the advantages and disadvantages of groups in an organisation?
13. Explain the different types of resistance to organisation change.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

14. Explain the methods to measure attitude and what are problems involved on it.
15. Discuss the different styles of leadership.
16. What are the requirements of organizational development process? How it will be implemented?

SECTION D**Compulsory****(1 × 15 = 15)**

17. Discuss in your point of view: The Organizational culture is based on.
 - (a) Behaviour of employees
 - (b) Organisation Climate and
 - (c) Image of the organisation.
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