

D 53833

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Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE (2016 SCHEME) EXAMINATION  
JANUARY 2024**

(CUCSS)

M.B.A.

BUS 1C 04—ORGANISATIONAL BEHAVIOUR

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all the questions.  
Each question carries 1 weightage.*

1. Define custodial model of organizational behaviour.
2. What is halo effect ?
3. What is groupthink ?
4. What is participative leadership ?
5. What is functional organizational structure ?
6. Define sensitivity training.

(6 × 1 = 6 weightage)

**Part B**

*Answer any four questions.  
Each question carries 3 weightage.*

7. Explain the human relations approach to organizational behaviour.
8. Elaborate on the determinants of personality.
9. Discuss the different types of reinforcements.
10. Explain the five stage model of group development.

**Turn over**

11. Differentiate formal and informal communication.
12. Explain the various process and structural OD interventions.

(4 × 3 = 12 weightage)

### Part C

Answer any **three** questions.

Each question carries 4 weightage.

13. Analyze the challenges in organizational behaviour.
14. Critically evaluate the factors in attitude formation.
15. Elaborate on the major techniques for improving group decision making.
16. Discuss the organizational barriers to effective communication.
17. Discuss the process of planned change in an organization

(3 × 4 = 12 weightage)

### Part D

Answer the **compulsory** question.

It carries 6 weightage.

18. (a) KUY Limited is one of the major footwear manufacturing companies in India. The Company has sizeable market share across various segments. Currently the company operates through its brick and mortar stores across the country. It has developed a good distribution network over the years. The online stores are giving a run for the money to the company. The top management is a bit concerned over the decline in the sales over the previous two quarters. The majority of the top management wants to sell the product through all reputed electronic stores. There is another point of view of establishing a dedicated customer portal to engage with the customers. A group has been assigned to weigh the pros and cons of the situation and suggest the further course of action.
  - (b) What do you think should the group consider while decision is arrived at ?
  - (c) What group decision strategies can be used in this situation ?
  - (d) Do you think group decision making is the best option in this situation ?

(1 × 6 = 6 weightage)