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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term Mid Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: COM2013

**Course Name**: Organizational Behavior

**Program & Sem**: BBA (Law)

**Date**: 07 / August / 2024

**Time**: 9.30 AM – 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Write any two objectives of OB. (C.O.No.1) [Knowledge]

2. Highlight out any two challenges of OB. (C.O.No.1) [Knowledge]

3. Define Ethics . (C.O.No.2) [Knowledge]

4. Define planned and unplanned change (C.O.No.3) [Knowledge]

5. Define Self Esteem. (C.O.No.4) [Knowledge]

6. Define Locus of Control. (C.O.No.5) [Knowledge]

7. Define Anthropology and Psychology. (C.O.No.5) [Knowledge]

**Part B**

**Answer any TWO Questions. (5 Q x 10 M = 50 M)**

8. Explain how the application of an organizational behavior model contributes to better decision-making within an organization. (C.O.No. 2) [Comprehension]

9. Highlight the role sociology plays in studying group dynamics and structures within organizations. (C.O.No. 2) [Comprehension]

10. **Case Study: "HarmonyTech Inc.**

**Background**: HarmonyTech Inc. is a rapidly growing technology company facing various organizational behaviour challenges. The CEO, Sarah, is concerned about maintaining a positive work environment, enhancing employee motivation, and ensuring effective teamwork. She seeks advice from behavioural science experts to address these issues.

**Questions:**

a) Can a combination of anthropological and economic approaches be applied to create a more inclusive and financially sustainable workplace culture?

b) Are there any sociological factors contributing to communication breakdowns among HarmonyTech's diverse workforce? (C.O.No.1) [Comprehension]

10. Explain three levels management skills with relevant examples. (C.O.No.3) [Comprehension]

11. Explain the various disciplines contributing to the Organizational Behaviour. (C.O.No.1) [Comprehension]

12. What are the Practicalities of Group Formation. Explain Coalitions. (C.O.No.4) [Comprehension]

13. Define Group Effectiveness. Mention the Factors affecting Group Cohesiveness. (C.O.No.4) [Comprehension]

14. Summarize the challenges and opportunities for Managers in using Organizational Behaviour Concepts. (C.O.No.1) [Comprehension]

**Part C**

**Answer any ONE Question. (2 Q x 20 M = 40 M)**

15. Provide real-world examples to illustrate the effective use of the FITD technique in various contexts, such as marketing, fundraising, or social activism. Highlight the factors that contribute to the success of the technique and its ethical considerations. (C.O.No.1) [Application]

16. Demonstrate the Yale Attitude Change Approach and its implications for understanding persuasive communication. Begin by defining the key concepts and components of the Yale Attitude Change Approach, including the source, message, and audience factors with relevant examples. (C.O.No.2) [Application]

17. Personality is a dynamic concept describing the growth and development of a person whole psychological system. There are several factors that determine the formation or shaping of our personality. Discuss the various determinants of personality. (C.O.No.3) [Application]