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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 17 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOMS | **Program:** BA Journalism |
| **Course Code :** BAJ3011 | **Course Name**: **:** Organizational Behaviour and MediaOrganizations  |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **30** | **40** | **20** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10 x 2 Marks =20 Marks** |
| **1** | Define perception in organizational behavior. | **2 Marks** | **L1** | **CO1** |
| **2** | What are the key stages in the perceptual process? | **2 Marks** | **L1** | **CO1** |
| **3** | Name 4 major models of OB. | **2 Marks** | **L1** | **CO1** |
| **4** | What is perceptual bias? Provide one example. | **2 Marks** | **L1** | **CO1** |
| **5** | Define attribution in OB. | **2 Marks** | **L1** | **CO1** |
| **6** | What are the managerial implications of perceptual errors? | **2 Marks** | **L2** | **CO2** |
| **7** | Name two perceptual errors that occur in the workplace. | **2 Marks** | **L2** | **CO2** |
| **8** | How does the Johari Window improve relationships? | **2 Marks** | **L2** | **CO2** |
| **9** | Define the term "self-awareness" in the Johari Window model. | **2 Marks** | **L2** | **CO2** |
| **10** | What role does attribution play in decision-making? | **2 Marks** | **L2** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | Explain the challenges and opportunities in applying Organizational Behavior (OB) concepts, such as leadership, motivation, and team dynamics, to enhance performance and adaptability in the fast-paced and creative environment of media organizations. | **20 Marks** | **L2** | **CO2** |
| **or** |
| **12.** | **a.** | Explain the Johari Window model and its application in improving interpersonal relationships in media organizations. | **20 Marks** | **L2** | **CO2** |
|  |  |  |  |  |  |
| **13.** | **a.** | Develop actionable strategies for resolving conflicts in media teams and analyze their impact on team performance and organizational outcomes. | **20 Marks** | **L3** | **CO3** |
| **or** |
| **14.** | **a.** | Identify the managerial benefits of the Big Five personality traits and explore their application in handling creative teams in media organizations. | **20 Marks** | **L3** | **CO3** |

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| **15.** | **a.** | Select key factors that influence workplace perception and assess their impact on team dynamics and employee relations. | **20 Marks** | **L3** | **CO3** |
| **Or** |
| **16.** | **a.** | Develop strategies to design orientation and training programs in media organizations that align with their organizational goals and strategic vision. | **20 Marks** | **L3** | **CO3** |

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| **17.** | **a.** | Examine how economic and sociological factors influence organizational behavior in media companies and illustrate with real-world examples. | **20 Marks** | **L4** | **CO4** |
| **Or** |
| **18.** | **a.** | Analyze how team management strategies contribute to achieving organizational goals in the industry, with specific examples highlighting their impact on employee engagement, communication, and performance. | **20 Marks** | **L4** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***