



PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT

TEST 1

Sem & AY: Odd Sem 2019-20

Course Code: MGT112

Course Name: MANAGEMENT AND BEHAVIORAL PRACTICES

Program & Sem: BBA/ BBA AVIATION & I

Date: 27.09.2019

Time: 1.00PM to 2.00PM

Max Marks: 30

Weightage: 15%

Instructions:

1. Answer all the questions.

Part A (Memory Recall Questions)

Answer all the Questions. Each Question carries one mark.

(5Qx1M=5M)

1. Guiding and supervising the efforts of subordinates towards the attainment of the organization's goals describes the function of :

- A. Planning
- B. Organizing
- C. Directing
- D. Controlling

(C.O.NO.1) [Knowledge]

2. "Unity of Command " principle of effective direction means:

- A. Subordinates should be responsible to one superior
- B. There should be unity amongst subordinates
- C. There should be unity amongst superiors
- D. A superior can supervise a limited number of subordinates

(C.O.NO.1) [Knowledge]

3. An outline of the fundamental purpose of an organization is called its:

- A. Mission statement.
- B. Objectives.
- C. Policy.
- D. All of the above.

(C.O.NO 2) [Comprehensive]

4. Objectives are the _____ of Management action.
A. Design
B. End points
C. Starting points
D. Planning (C.O.NO.2)[Comprehensive]

5. _____ is considered to be the father of Scientific Management.

- A. Fredric Winslow Taylor
B. Henry Fayol
C. Max Weber
D. Elton Mayo (C.O.NO.1) [Knowledge]

Part B (Thought Provoking Questions)

Answer both the Questions. Each Question carries five marks. (2Qx5M=10M)

6. Explain the process of planning (C.O.NO.2) [Comprehensive]

7. Describe the levels of Management. Mention their functions. (C.O.NO 1) [Knowledge]

Part C (Problem Solving Questions)

Answer the Question. The Question carries fifteen marks (1Qx15M=15M)

8. Explain the Administrative Management approach proposed by Henry Fayol.
(C.O.NO 1) [Comprehensive]



SCHOOL OF COMMERCE & ECONOMICS

Semester: I

Course Code: MGT112

Course Name: Management & Behavioural Practices

Date: 27-09-19

Time: 1:00PM to 2:00PM

Max Marks: 30

Weightage: 15%

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type			Thought provoking type			Problem Solving type			Total Marks
			[Marks allotted]	Bloom's Levels		[Marks allotted]	Bloom's Levels		[Marks allotted]	Bloom's Levels		
				K			C			A		
1	1	1		K								1
2	1	1		K								1
3	2	2				C						1
4	2	2				C						1
5	1	1		K								1
6	2	2				C						5
7	1	1		K								5
8	1	1				C						15
	Total Marks			8		22						30

K = Knowledge Level, C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

{I hereby with certify that all the questions are set as per the above guidelines. Ms. Rajalakshmi. k}

Reviewer's Comments,

Annexure- II: Format of Answer Scheme



SCHOOL OF COMMERCE & ECONOMICS

SOLUTION

Semester: I

Course Code: MGT112

Course Name: Management & Behavioural Practices

Date: 27-09-19

Time: 1:00PM-2:00PM

Max Marks: 30

Weightage: 15%

Part A

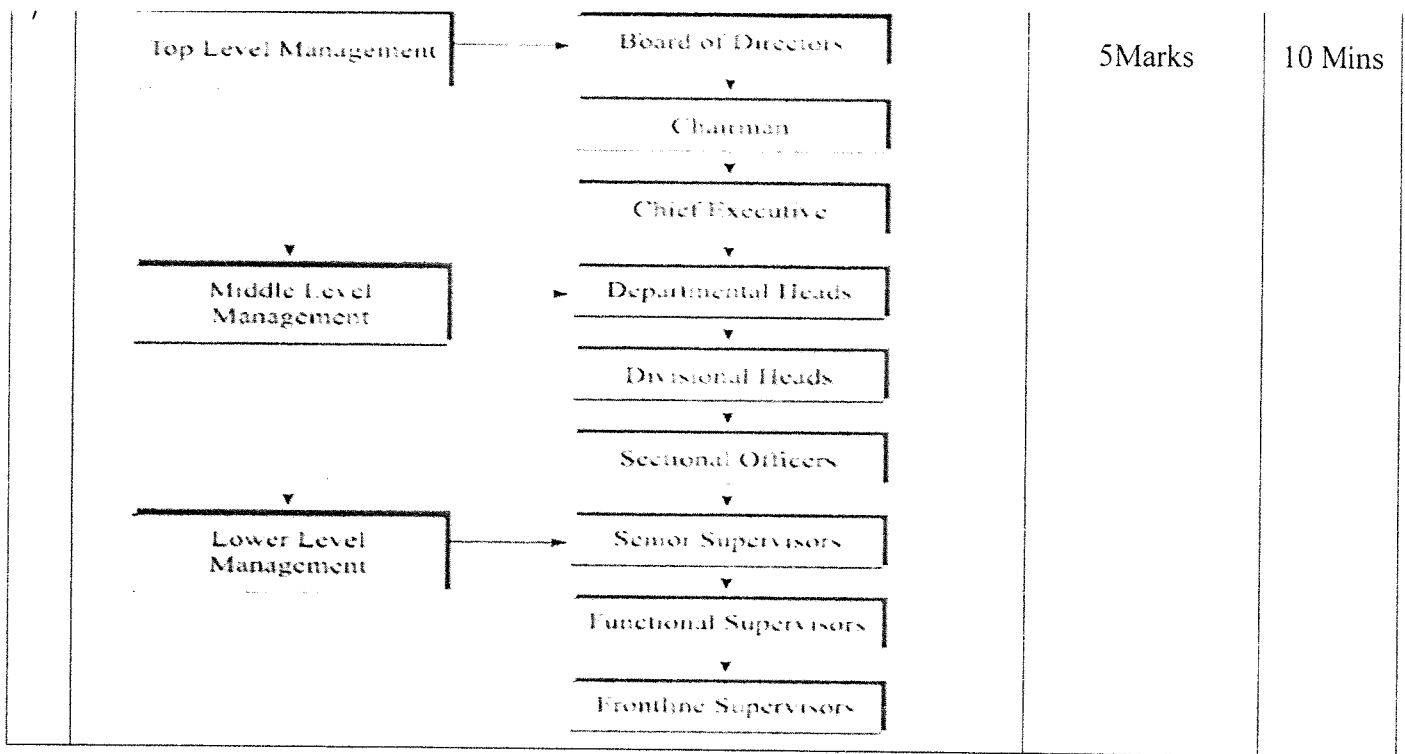
(5 x 1 = 5 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	C	01	1 Min
2	A	01	1 Min
3	A	01	1 Min
4	B	01	1 Min
5	A	01	1 Min

Part B

(2Q x 5M = 10 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
6	<pre> graph TD A[Setting Objectives] --> B[Planning Premises] B --> C[Collection, Analysis & Classification of data] C --> D[Course of Action] D --> E[Formation of Derivative Plans] E --> F[Communication] F --> G[Controlling] G --> A D --> H[Develop Alternatives] D --> I[Evaluate Alternatives] D --> J[Select a Plan] </pre>	5 Marks	10 Mins



Part C

(1Q x 15M = 15 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question														
8	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; padding: 5px;">1 Division of work</td> <td style="width: 50%; padding: 5px;">8 The Degree of Centralization</td> </tr> <tr> <td style="padding: 5px;">2 Authority and Responsibility</td> <td style="padding: 5px;">9 Scalar Chain</td> </tr> <tr> <td style="padding: 5px;">3 Discipline</td> <td style="padding: 5px;">10 Order</td> </tr> <tr> <td style="padding: 5px;">4 Unity of Command</td> <td style="padding: 5px;">11 Equity</td> </tr> <tr> <td style="padding: 5px;">5 Unity of Direction</td> <td style="padding: 5px;">12 Stability of Tenure of Personnel</td> </tr> <tr> <td style="padding: 5px;">6 Subordination of Individual Interest</td> <td style="padding: 5px;">13 Initiative</td> </tr> <tr> <td style="padding: 5px;">7 Remuneration</td> <td style="padding: 5px;">14 Esprit de Corps</td> </tr> </table>	1 Division of work	8 The Degree of Centralization	2 Authority and Responsibility	9 Scalar Chain	3 Discipline	10 Order	4 Unity of Command	11 Equity	5 Unity of Direction	12 Stability of Tenure of Personnel	6 Subordination of Individual Interest	13 Initiative	7 Remuneration	14 Esprit de Corps	15 Marks	25 Mins
1 Division of work	8 The Degree of Centralization																
2 Authority and Responsibility	9 Scalar Chain																
3 Discipline	10 Order																
4 Unity of Command	11 Equity																
5 Unity of Direction	12 Stability of Tenure of Personnel																
6 Subordination of Individual Interest	13 Initiative																
7 Remuneration	14 Esprit de Corps																



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**
SCHOOL OF MANAGEMENT

TEST – 2

Sem & AY: Odd Sem 2019-20

Course Code: MGT112

Course Name: MANAGEMENT AND BEHAVIORIAL PRACTICES

Program & Sem: BBA & BBA (Aviation) & I

Date: 18.11.2019

Time: 9.30 AM to 10.30 AM

Max Marks: 30

Weightage: 15%

Instructions:

- (i) *Answer all the Questions.*

Part A [Memory Recall Questions]

Answer all the Questions. Each Questions carries one mark. (5Qx1M=5M)

1. A failure to report to work is termed _____.
A. Delinquency B. Insubordination C. Turnover D. Absenteeism
(C.O.NO.3) [Knowledge]
2. In the present context, which among the following is/are the challenges for OB
A. Economic Pressures B Globalization
C. Workforce Diversity D. All the Above
(C.O.NO.3) [Knowledge]
3. Which among the following is NOT a contribution of Sociology towards Organizational Behavior.
A. Group Dynamics B. Communication
C. Group Process & Decisions D. Attitude Measurement
(C.O.NO.3) [Knowledge]
4. Propensity to defer to others shows which personality traits of Big Five Model.
A. ~~Openness~~ B. Conscientiousness
C. Agreeableness D. Extraversion.
(C.O.NO.3) [Knowledge]
5. *Statement 1:* Organizational Behaviour is neither Psychology, Sociology nor organizational Theory but it is a combination of all
Statement 2 : OB is subject to change from time to time, place to place, situation to situation, environment to environment.

Which among the following is correct?

- A. Statement 1 is True, Statement 2 is False
- B. Statement 1 is False, Statement 2 is True
- C. Both Statement 1 and 2 are True
- D. Both Statement 1 and 2 are False

(C.O.NO.3) [Knowledge]

Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries five marks. (2Qx5M=10M)

- 6. Explain Ability and what are the different dimensions of Intellectual Ability. (C.O.NO.3) [Knowledge]
- 7. Discuss the contributions of various disciplines to the field of OB. (C.O.NO.3) [Knowledge]

Part C [Problem Solving Questions]

Answer the Question. The Question carries fifteen marks. (1Qx15M=15M)

- 8. i. Define Personality and what are the determinants of Personality (5 M)
- ii. Write a short note on Big five Model. (5 M)
- iii. Differentiate between Extraverts and Introverts (5 M)

(C.O.NO.3) [Comprehension]



SCHOOL OF COMMERCE & ECONOMICS

Semester: I

Course Code: MGT112

Course Name: Management and Behavioral Practices

Date: 18/11/2019

Time: 9.30 AM to 10.30 AM

Max Marks: 30

Weightage: 15

Extract of question distribution [outcome wise & level wise]

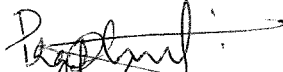
Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1.	3	3	K									1
2.	3	3	K									1
3.	3	3	K									1
4.	3	3	K									1
5.	3	3	K									1
6.	3	3				K						5
7.	3	3				K						5
8.	3	3							C			15
	Total Marks		5			10			15			30

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt

I hereby certify that all the questions are set as per the above guidelines. [Mr. PRAPHUL]


8/10/2019

Annexure- II: Format of Answer Scheme



SCHOOL OF COMMERCE & ECONOMICS

SOLUTION

Date: 18/11/2019

Semester: I

Time: 9.30 AM to 10.30 AM

Course Code: MGT112

Max Marks: 30

Course Name: Management and Behavioral Practices

Weightage: 15%

Part A

(5Q x 1M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	D	1 Mark	1 Minute
2.	D	1 Mark	1 Minute
3.	D	1 Mark	1 Minute
4.	C	1 Mark	1 Minute
5.	C	1 Mark	1 Minute

Part B

(2Q x 5M = 10Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
6.	Introduction Intellectual Abilities: Number Aptitude, Verbal Comprehension Ability, Perceptual Speed, Deductive Reasoning, Inductive Reasoning, Spatial Visualization, Memory	1 Mark 4 Marks	15 Minutes
7.	Introduction	1 Mark 4 Marks	15 Minutes

	Psychology, Sociology, Social Psychology, Anthropology and Political Science		
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Part C

(1Q x 15M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
8.	i. Personality, Determinants: Heredity, Environment ,Situation ii. Hhhh iii. Extraverts: Energized by being with others, Sometimes enjoy being the center of attention, Tend to think out loud ,Communicate with enthusiasm, Expressive Sociable Introverts: Energized by spending time alone, Sometimes avoid being the center of attention, Think things through before communicating, More low key, Reserved	5 Marks 5 Marks 5 Marks	25 Minutes



Roll No																			
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019-20

Course Code: MGT 112

Course Name: MANAGEMENT AND BEHAVIOURAL PRACTICES

Program & SEM: BBA/BBA(AVIATION)

Date: 30 December 2019

Time: 1:00 PM to 4:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 2 marks

(10Qx2M=20M)

1. Define Management. (C.O.No.1) [Knowledge]
2. Define Span of Control. (C.O.No.1) [Knowledge]
3. What do you understand by Mission of an organization? (C.O.No.2) [Knowledge]
4. Define Management by Objective (MBO). (C.O.No.3) [Knowledge]
5. Quote Organizational behaviour. (C.O.No.3) [Knowledge]
6. List down the disciplines that contributed to OB. (C.O.No.3) [Knowledge]
7. Memorize stages of group development. (C.O.No.4) [Knowledge]
8. Define conflict. (C.O.No.4) [Knowledge]
9. List down external forces affecting Organizational Change. (C.O.No.5) [Knowledge]
10. Define Brainstorming. (C.O.No.5) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 8 marks.

(8Qx5M=40M)

11. Discuss about various functions of Management. (C.O.No.1) [Knowledge]
12. Differentiate between Flat Organization structure and tall Organization structure?
(C.O.No.2) [Knowledge]

13. Explain Big five model of personality. (C.O.No.3) [Knowledge]
14. Distinguish between formal and informal groups. (C.O.No.4) [Knowledge]
15. What is Stress? Briefly explain the consequences of stress.(C.O.No.3) [Comprehension]
16. Discuss Maslow's Needs theory of motivation. (C.O.No.3) [Knowledge]
17. Explain the factors which influences the perception. (C.O.No.3) [Comprehension]
18. Define Motivation? What is the importance of motivation at work place?
(C.O.No.3) [Knowledge]

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries 20 marks. (2Qx20M=40M)

19. a) What is Resistance to Change and how can we overcome it at Organizational level?
(C.O.No.5) [Comprehension]
- b) Discuss various challenges and opportunities of Organizational behaviour.
(C.O.No.3) [Comprehension]
- 20.a) Summarize various group decision making techniques (C.O.No.4) [Comprehension]
- b) Explain briefly Fayol's fourteen principles of management. (C.O.No.1) [Knowledge]

SCHOOL OF COMMERCE & ECONOMICS



Semester: 1

Course Code: MGT112

Course Name: MANAGEMENT AND BEHAVIOURAL PRACTICES

Branch: BBA/BBA AVIATION

Date: 30th Dec 2020

Time: 1pm to 4pm

Max Marks: 100

Weight age: 50%

Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]		Total Marks
			K			C			A		
1	CO 1	Module 4							A		2
2	CO 1	Module 4		K							2
3	CO 2	Module 3		k							2
4	CO 3	Module 3		K							2
5	CO 3	Module 2		K							2
6	CO 3	Module 1		K							2
7	CO 4	Module 1		K							2
8	CO 4	Module 5		K							2
9	CO 4	Module 2		k							2
10	CO 5	Module 4		K							2
Part b 1	CO 1	Module 1		k							08

2	CO 1	Module 1	k									08
3	CO 2	Module 2	k									08
4	CO 3	Module 3	K									08
5	CO 3	Module 3					C					08
Part c 1	CO 3	Module 3					C					20
2	CO 5	Module 5					K					20
	Total Marks											100

K = Knowledge Level C = Comprehension Level, A = Application Level

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Annexure- II: Format of Answer Scheme



SCHOOL OF COMMERCE & ECONOMICS

SOLUTION

Semester: 1

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch: B.COM, B.COM (HONS)

Date: 7TH Jan 2020

Time: 3 Hour

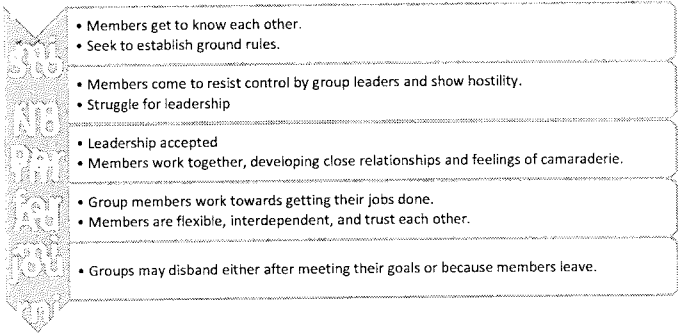
Max Marks: 100

Weightage: 50%

Part A

(10 x 2 = 20Marks)

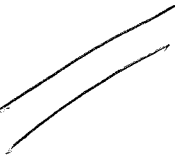
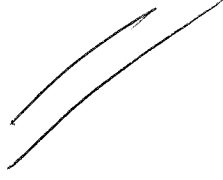
Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	<ul style="list-style-type: none"> “Management is the art of getting things done through and with people in 	2x1=2	2minutes


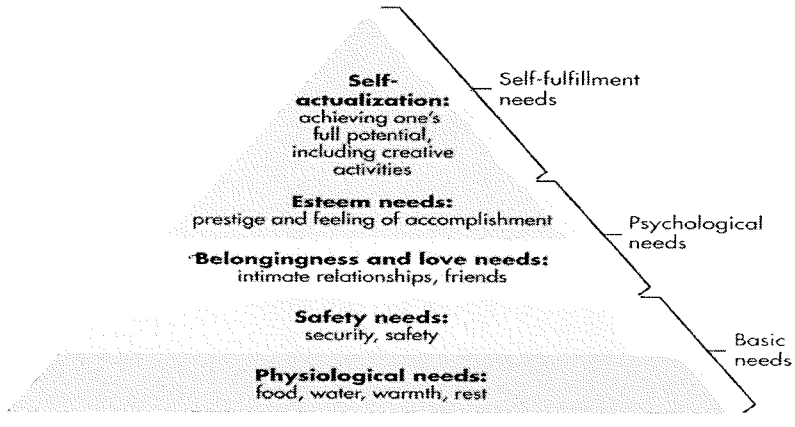

2	<ul style="list-style-type: none"> Span of Management, also known as Span of Control/ Span of Supervision/ Span of Authority/ Span of Responsibility. 	2x1=2	2minutes
3	<ul style="list-style-type: none"> A mission is an action statement to achieve the vision Mission statements always exists at the top level of an organization, but may also be set for different organizational levels or components. 	2x1=2	2minutes
4	<ul style="list-style-type: none"> The principle behind Management by Objectives (MBO) is to make sure that everybody within the organization has a clear understanding of the aims, or objectives, of that organization, as well as awareness of their own roles and responsibilities in achieving those aims. 	2x1=2	2minutes
5	<ul style="list-style-type: none"> Organizational Behavior (OB) is the study of human behavior in organizational settings, the interface between human behavior and the organization, and the organization itself. 	2x1=2	2minutes
6	are psychology, sociology, social psychology, anthropology and political science	2x1=2	2minutes
7	 <ul style="list-style-type: none"> Members get to know each other. Seek to establish ground rules. Members come to resist control by group leaders and show hostility. Struggle for leadership Leadership accepted Members work together, developing close relationships and feelings of camaraderie. Group members work towards getting their jobs done. Members are flexible, interdependent, and trust each other. Groups may disband either after meeting their goals or because members leave. 	2x1=2	2minutes
8	Conflict is defined as a clash between individuals arising out of a difference in thought process, attitudes, understanding, interests, requirements and even sometimes perceptions.	2x1=2	2minutes
9	<ul style="list-style-type: none"> Technological change Globalization Social & Political changes Economic Shocks 	2x1=2	2minutes

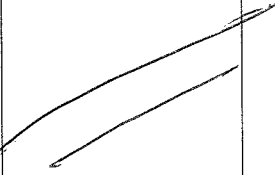
10	<ul style="list-style-type: none"> Brainstorming involves group members verbally suggesting ideas or alternative courses of action. The "brainstorming session" is usually relatively unstructured 	2x1=2	2minutes
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Part B (5Qx 8) = 40 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Planning,Organizing,Staffing,Controlling	8x1=8	10 Minutes
		8x1=8	10 Minutes

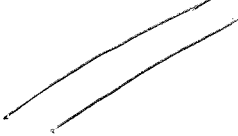
2	<p style="text-align: center;">Establishing Reporting Relationships: Tall Versus Flat Organizations</p> <p>Tall Organizations</p> <ul style="list-style-type: none"> ▪ Are more expensive because of the number of managers involved. ▪ Foster more communication problems because of the number of people through whom information must pass. <p>Flat Organizations</p> <ul style="list-style-type: none"> ▪ Lead to higher levels of employee morale and productivity. ▪ Create more administrative responsibility for the relatively few managers. ▪ Create more supervisory responsibility for managers due to wider spans of control. 		10 Minutes
3	<p>Openness, Conscientiousness, Agreeableness, Extraversion, and Neuroticism.</p>		
4	<ul style="list-style-type: none"> • Formal groups are part of the organisational structure. • These are created deliberately and consciously by the management to perform the assigned duties. • The pattern of communication is also defined and the rules are laid down to regulate the behaviour of group members. • These groups may be either permanent in the form of top management team such as Board of Directors or staff groups providing specialized services to the organisation and so on; or these formal groups may be constituted on temporary basis for fulfilling certain specified objectives. When such objectives are fulfilled, these disappear. These may be in the form of temporary committees, task force etc. • The informal groups are formed by the members of such groups by themselves rather than by the management. • These groups arise spontaneously in the organisation because of social interaction between the people. 		

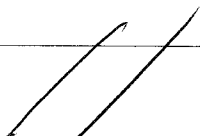
	<ul style="list-style-type: none"> • These are based on common interests, language, taste, caste, religion, background etc. • These groups exist outside the formal authorities system and without any set rigid rules. • The informal groups are more flexible than the formal groups. Rules and procedures being unwritten, they can change from situation to situation. 		
5	<ul style="list-style-type: none"> • Stress is a dynamic condition in which an individual is confronted with opportunity, demand or resource to what the individual desires and for which the outcome is perceived to be both uncertain and important. • Physiological symptoms: Low energy, headaches, Upset stomach, pains, and tense muscles, chest pain and rapid heartbeat, insomnia, frequent colds and infections. • Psychological symptoms: Depression or anxiety, anger, irritability, or restlessness, feeling overwhelmed, unmotivated, or unfocused, trouble sleeping or sleeping too much, racing thoughts or constant worry, problems with memory or concentration or Making bad decisions • Behavioral symptoms: Changes in appetite -- either not eating or eating too much, procrastinating and avoiding responsibilities, increased use of alcohol, drugs, or cigarettes, exhibiting more nervous behaviors, such as nail biting, fidgeting, and pacing. 		
6	 <p>The diagram is a pyramid divided into five horizontal levels, each with a label to its right:</p> <ul style="list-style-type: none"> Top level: Self-actualization: achieving one's full potential, including creative activities. Labeled as "Self-fulfillment needs". Second level: Esteem needs: prestige and feeling of accomplishment. Labeled as "Psychological needs". Third level: Belongingness and love needs: intimate relationships, friends. Labeled as "Psychological needs". Fourth level: Safety needs: security, safety. Labeled as "Basic needs". Bottom level: Physiological needs: food, water, warmth, rest. Labeled as "Basic needs". 		

7	<p>Attitudes: The perceiver's attitudes affect perception. ...</p> <p>Moods: Moods can have a strong influence on the way we perceive someone. ...</p> <p>Motives: Unsatisfied needs or motives stimulate individuals and may exert a strong influence on their perceptions.</p>		
8	<ul style="list-style-type: none"> • <i>"Motivation is a process that account for an individual's intensity, direction and persistence of effort toward attaining a goal"</i> <p>Mainly because it allows management to meet the company's goals. Without a motivated workplace, companies could be placed in a very risky position. Motivated employees can lead to increased productivity and allow an organisation to achieve higher levels of output.</p>		

Part C

(2 x 20 = 40 Marks)

Q No		Scheme of Marking	Max. Time required for each Question
1 .a	<ul style="list-style-type: none"> • One of the most important tasks of managers is to facilitate changes smoothly. • Resistance to change is not always bad or harmful. In some cases, resistance is positive also. • There are two kinds of Resistance to Change <ol style="list-style-type: none"> 1. Individual Resistance 2. Organizational Resistance <p>Education & Communication</p> <ul style="list-style-type: none"> • Communication about impending change is essential if employees are to adjust effectively. The details of change should be provided & its potential consequences. 		25

	<p>Educating employees on new work procedures is often helpful.</p> <p>Participation</p> <ul style="list-style-type: none"> • It is difficult for individuals to resist a change decision in which they participated. Prior to making a change, those opposed can be brought into the decision process. <p>Empathy & Support</p> <ul style="list-style-type: none"> • Active listening is an excellent tool for identifying the reasons behind the resistance. An expression of concerns about the change can provide important feedback that managers can use to improve the change process. <p>Negotiation</p> <ul style="list-style-type: none"> • Another way to deal with resistance to change is to exchange something of value for reduction in resistance. <p>Manipulation & Cooptation</p> <ul style="list-style-type: none"> • Refers to covert influence attempts. Twisting & distorting facts to make them appear more attractive, withholding undesirable information & creating false rumors to get employees to accept a change . <p>Coercion</p> <ul style="list-style-type: none"> • The application of direct threats or force on the resisters. They essentially force people to accept a change by explicitly or implicitly threatening them with the loss of their jobs, promotion possibilities & transferring them 		
b	<ul style="list-style-type: none"> • Organizational behavior is an applied behavioral science that is built on 		

contributions from a number of behavioral disciplines. The predominant areas are psychology, sociology, social psychology, anthropology and political science.

- Psychology: It is the science that seeks to measure, explain, and sometimes change the behavior of humans. Psychologists concern themselves with studying and attempting to understand individual behavior.
- Early, industrial/organizational psychologists concerned themselves with the problems of fatigue, boredom, and other factors relevant to working conditions that could impede efficient work performance. More recently, their contributions have been expanded to include learning, perception, personality, emotions, training, leadership effectiveness, needs and motivational forces, job satisfaction, decision-making processes, performance appraisals, attitude measurement, employee selection techniques, work design, and job stress.
- Sociology: Sociology studies people in relation to their fellow human beings. Specifically, sociologists have made their greatest contribution to OB through their study of group behavior in organizations, particularly formal and complex organizations. Some of the areas within OB that have received valuable input from sociologists are group dynamics, design of work teams, organizational culture, formal organization theory and structure, organizational technology, communications, power, and conflict.
- Social Psychology: Social psychology blends concepts from both psychology and sociology. It focuses on the influence of the people on one another. One of the major areas under considerable investigation by social psychologists has been Change— how to implement it and how to reduce barriers to its acceptance. In addition, we find social psychologists making significant contributions in the areas of measuring , understanding, and changing attitudes; communication patterns; building trust; the

	way in which group activities can satisfy individual needs; and group decision-making process.		
2.a	<ul style="list-style-type: none"> • <u>Techniques of group decision making</u> • Brainstorming. • Nominal Group Technique. • Delphi Technique. 	/	
<u>b</u>	<p>b. 14 principles of management</p> <p>DAD U C USSR O I SEE</p> <ul style="list-style-type: none"> • All principles need to be listed down. 		