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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester II - 2022

**Course Code :** COM2013

**Course Name :** Sem II - COM2013 - Organizational Behavior

**Program :** BCM&BCH

**Date :** 13-APR-2023

**Time :** 9.30AM - 11.00AM

**Max Marks :** 50

**Weightage :** 25%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.
  - (ii) Question paper consists of 3 parts.
  - (iii) Scientific and non-programmable calculator are permitted.
  - (iv) Do not write any information on the question paper other than Roll Number.
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**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. A field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization's effectiveness is called  
a) Organisational behaviour (CO1) [Knowledge]  
b) Consumer behaviour  
c) Anthropology  
d) Psychology
2. The study of societies to learn about human beings and their activities is part of which branch of study?  
a) Anthropology (CO1) [Knowledge]  
b) Psychology  
c) Sociology  
d) Social psychology
3. The dimension of personality which measures a person's ability to withstand stress is called  
a) Neuroticism (CO2) [Knowledge]  
b) Agreeableness  
c) Extraversion  
d) Conscientiousness

4. The tendency to draw a general impression about an individual on the basis of a single characteristic is termed as  
a) Halo effect (CO2) [Knowledge]  
b) Stereotyping  
c) Selective perception  
d) Projection
5. A compliance tactic that aims at getting a person to agree to a large request by having him or her agree to a modest request first is called  
a) Foot in the door technique (CO2) [Knowledge]  
b) Foot in the mouth technique  
c) Foot in the window technique  
d) Mouth in the foot technique

### **PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Summarize the challenges and opportunities for Managers in using Organizational Behaviour Concepts (CO1) [Comprehension]
7. "The world as it is perceived is the world that is behaviourally important"- Explain the perceptual process in detail. (CO2) [Comprehension]

### **PART C**

**ANSWER ALL THE QUESTIONS**

**(1 X 20 = 20M)**

8. "Your filter tells you which stimuli to notice and which to ignore; which to love and which to hate. It creates your innate motivations – are you competitive, altruistic, or ego-driven? It creates in you all of your distinct patterns of thought, feeling, and behavior.... Your filter, more than your race, sex, age, or nationality, is you. Behavioral scientists generally agree that people's 'reality' (the world around them) depends on their senses. However, the raw sensory input is not enough. They must also process these sensory data and make sense out of them in order to understand the world around them."  
In light of the above scenario, prepare a list of biases or errors that people make during the perception process. (CO2) [Application]