

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** BAJ3011

**Course Name :** Organisational Behaviour and Media organisations

**Program :** BA Journalism and Mass Communication

**Date :** 09-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

**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.

**PART A**

**ANSWER ALL THE QUESTIONS**

**4X5M=20M**

1. What is the difference between custodial and supportive model? Explain.  
(CO1) [Knowledge]
2. Explain Johari window with diagram and explain as how this helps in identifying a personality,  
(CO2) [Knowledge]
3. Define conflict and explain types of conflict.  
(CO3) [Knowledge]
4. Explain dispute settlement.  
(CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5X10M=50M**

5. Explain the different approaches to OB in detail.  
(CO1) [Comprehension]
6. Explain big five module.  
(CO2) [Comprehension]
7. Why is team building important? Explain with a case study  
(CO3) [Comprehension]
8. How is OB concept applied to dynamic nature of media organisation?  
(CO4) [Comprehension]

9. Explain as how job analysis is conducted in media organisations.

(CO4) [Comprehension]

### **PART C**

**ANSWER ALL THE QUESTIONS**

**2X15M=30M**

10. Diagramatically explain the stages of group development.

(CO3) [Application]

11. Conflict resolution is the process of ending a dispute and reaching an agreement that satisfies all parties involved. Since conflict is an essential part of being human, effective conflict resolution is not designed to avoid disagreements. In order to have an effective conflict resolution what are the steps you would follow in an organisation?

(CO4) [Application]