

Total number of printed pages : 3 B. Tech./HSSM 4202
B. Pharm/PH. 4.10

Fourth Semester Examination, April – 2005

ORGANIZATIONAL BEHAVIOUR

Full Marks : 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any five from the rest.

The figures in the right-hand margin indicate marks for the questions.

✓ Answer the following questions : 2×10

- (i) Discuss the major challenges facing management briefly.
- (ii) What are the four ingredients common to MBO programs ?

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- (iii) State the Social-learning Theory.
 - (iv) What is Organizational Behavior?
 - (v) What is perceptual constancy?
 - (vi) Name the three groups of core needs in ERG theory.
 - (vii) Give one example each of positive and negative reinforcement.
 - (viii) Discuss the rationale behind Classical Conditioning.
 - (ix) What is 'Projection'?
 - (x) Define "Halo Effect".
2. What is OB Mod? Where is it applied? Provide suitable examples. 10
3. Describe and contrast the theories of classical and operant conditioning. 10
4. Discuss the specific applications of the role of perception in organizations. 10

5. Describe the independent and dependent variables of the OB model. 10
6. Provide six specific applications where the learning theories could be helpful to managers. 10
7. What is the Three-Component Model of Creativity? 10
8. Provide a summary of the important theories of motivation and their implications for managers. 10