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M. B. A. (First Semester) Examination, Nov.-Dec. 2024

(New Scheme)

(Management Branch)

BEHAVIOURAL SCIENCE (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : *Part (a) is compulsory to attempt in every question. Attempt any* ***one*** *question from Part (b) or (c).*

Unit-I

1. (a) "Are the basics of OB applicable only to business organizations"? Discuss. 6

(b) Discuss the nature of challenges that manager have to face in managing human behaviour in organizations in the present context. Show how knowledge of organization behaviour helps managers to overcome these challenges. 10

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Or

(c) Discuss autocratic, custodial, supportive and collegial models of organizational behavior. What are the situations under which each of these can be effective? 10

Unit-II

2. (a) What do you understand by emotional intelligence? 6

(b) Describe in brief the 'Big Five Personality Traits'. 10

Or

(c) What are the various factors which affect attitude formation? How will you explain the phenomenon that two persons working in the same work environment may have different attitudes about the work? 10

Unit-III

3. (a) What do you mean by perceptual selectivity? 6

(b) What is the concept of reinforcement in learning? How does it help in shaping behaviour of people in a desirable way? 10

Or

(c) What are the characteristics of an effective team?

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Discuss, briefly, the factors which determine team effectiveness. 10

Unit-IV

4. (a) What do you mean by group norms? How are group norms enforced? https://www.csvtuonline.com 6

(b) What is Transactional Analysis? Discuss the different life positions in Transactional Analysis. 10

Or

(c) What is the concept of organizational conflict? Are organizational conflicts always dysfunctional? Explain. 10

Unit-V

5. **Case Study**

Mr. Bhatt is 50 and has vast experience in Pharma industry. A newly established pharmaceutical company producing medicines based on biotechnology employed Mr. Bhatt as its product Development Executive. A term of young 14 scientists in biotechnology work under him.

These scientists have wonderful ideas and work with zeal and competitive collaboration attitude. They are highly communicative to each other. They started communicating with Mr. Bhatt also in the same parlance. But Mr. Bhatt was never used to

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appereciate and he used to push down his views, ideas and order to his subordinates in his earlier organization.

The young scientist tried to convince Mr. Bhatt but failed. He used to prove that 'Boss is Flight' and 'Boss is Boss'. The young scientist had a number of new ideas and these ideas could not see the light of the day. They laso found that other companies successfully implemented ideas similar to those of their ideas. These scientists started leaving the company one after the other.

The MD-Managing Director of the company in an exist interview found the reason for high rate of employee turnover among scientist and realized the damage caused to the company owing to Mr. Bhatt efailure in encouraginrg upward communication. Mr. Bhatt was made to realize but it had damaged the company and the young minds by that time.

Questions :

(a) What type of personality do Mr. Bhatt process? 6

(b) What are the problems that you see in this case? 10

Or

(c) What are the strategies to be adopted by the MD to make it a better place to work? 10

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