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Total No. of Pages : 02

Total No. of Questions : 15

MBA / MBA(IB) (2012 & onward) (Sem.-1)

ORGANIZATIONAL BEHAVIOUR

Subject Code : MBA-102

Paper ID : [C0102]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION A

1. What is the significance of biographical characteristics on individual behavior?
2. How are attitudes different from values?
3. Define the concept of intrinsic and extrinsic motivation.
4. Identify the most significant traits of a level five leader.
5. What is Group think and its importance?
6. What is stroking?

SECTION B

UNIT-I

7. What is Individual Personality? Outline the determinants of personality. What is the significance of the BIG FIVE theory in understanding personality?
8. What is Perception? Explain its process in detail outlining the limitations of perceptual errors.

UNIT-II

9. What is the importance of transactional analysis in improving interpersonal relations in the organizations? Also explain the significance of johari window in understanding individual behavior.
10. Define Effective Leadership. Critically evaluate the various theories of leadership. Which one do you think is relevant in the Indian context today?

UNIT-III

11. What is the significance of group decision making? Discuss the various techniques that can be used in group decision making in modern organizations.
12. What do you understand by Negotiation Strategies? Discuss its process in detail along with the issues involved in it.

UNIT-IV

13. What are Learning Organizations? What can be done to create learning organizations? Explain with the help of its characteristics as given by Peter Senge.
14. Outline the components of an effective organizational culture. Do you think that varied cultures can have an impact on the business ethics of an organization? Explain with examples.

SECTION C

15. CASE STUDY

What lures 40 million customers to visit Starbucks each week? Customers will pay a higher price for a cup of coffee, compared with that in other local establishments; because Starbucks delivers consistent product and service quality to give customers a “Starbucks Experience” that is inimitable in the industry. The ability to set a new benchmark in product quality and customer service has been the cornerstone of its business.

Starbucks’s excellent global reputation developed from management’s belief in human capital and in treating employees as the company’s greatest asset. Jim Donald, CEO and President of Starbucks, believes that human resources should attend every strategic discussion concerning the company. By aligning human resources management and strategic management, the corporation created a corporate culture that focused on delivering world-class customer service to customers. Employees at Starbucks are expected to cooperate and work together to meet the demands of their customers. Starbucks attracts and retains the best and the brightest in the industry due to the high level of satisfaction that employees receive while on the job. To increase employees’ passion to deliver high levels of customer service, Starbucks offers a multitude of training options to employees so they may become coffee masters. Starbucks has created a competitive advantage by creating a workforce that is very knowledgeable and passionate about what it does.

Questions :

1. Do you believe that Starbucks’s corporate culture has given the organization a competitive advantage in the industry? Explain.
2. What makes Starbucks more desirable to work than other coffee shops? Would you prefer to work at Starbucks? Why or why not?