

VVM'S SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
SY BBA (FS), SEMESTER III, SEMESTER END ASSESSMENT, OCTOBER 2017

SUBJECT: ORGANISATIONAL BEHAVIOUR

TIMING: 2 HOURS

MARKS: 30

Important Instructions:

- *All questions are compulsory*
 - *Start each question on a fresh page*
 - *Figure to the right indicate maximum marks*
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Q 1. Write a short note on any three of the following: (3 x 4Mks) ... 12 Marks

- a) Importance of organizational behaviour
- b) Matrix organisational structure
- c) Reasons for organisation existence
- d) Line and staff organisation
- e) Managerial implications of perception

Q 2. a) Distinguish between formal and informal organisation structure. ... 6 Marks

OR

Q 2. x) 'Abraham Maslow believed that basic needs should be met in order to move to a higher level'. Enumerate the importance of hierarchy theory. ... 6 Marks

Q 3. a) Explain Adams equity theory of motivation. ... 6 Marks

OR

Q 3. x) Explain Herzberg hygiene factor theory of motivation. ... 6 Marks

Q 4. a) Discuss in detail the factors influencing personality in an organisation. ... 6 Marks

OR

Q 4. x) Define perception. Explain the steps in the perceptual process. ... 6 Marks
