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BBA-1077

B. B. A. (Second Semester)

EXAMINATION, 2019

ORGANIZATIONAL BEHAVIOUR

Time : Three Hours

Maximum Marks : 70

Note : Attempt questions from both Sections as directed.

Section—A

(Short Answer Type Questions)

Note : Attempt any *seven* questions. Each question carries 4 marks.

$7 \times 4 = 28$

Write short notes on the following :

1. Causes of stress
2. Principal elements of learning
3. B. F. Skinner's Reinforcement theory

4. Terminal vs. Instrumental values
5. Components of attitude
6. Determinants of personality
7. Effects of stress
8. Equity theory
9. HR movement
10. Cognitive Dissonance theory

Section—B

(Long Answer Type Questions)

Note : Attempt any *three* questions. Each question carries 14 marks. $3 \times 14 = 42$

1. What are values ? Why are they required ?
Explain the types of values.
2. Why is study of organisational behaviour important ? Explain the role of Hawthorne studies in understanding behaviour of individuals.

[3]

3. Define attitude and explain its characteristics. Identify the sources of attitude development.
4. Explain the perceptual process. How can perception be improved ?
5. State the stress coping strategies in detail.

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(A-24)