

**MBA Degree (FT/PT) I End Semester Examination- December 2022**

**Management Concepts and Organisational Behaviour**

**21-371-0101/21-372-0101/20-371-0101**

(Regular and Supplementary)

**Time: 3 Hours**

**Max. Marks: 50**

**Course Outcomes:** On completion of the course, the student will be able to:-

CO1	Recall the basic concepts and terms related to principles of management, individual behaviour, interpersonal behaviour and current trends in OB
CO2	Describe comprehensively the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Interpret scenarios in organizational behaviour and management presented through illustrations and cases.
CO4	Examine behaviour of people in organizations and management situations for aiding in better decision making.
CO5	Evaluate the impact of organizational behaviour on people management decisions and appraise organizational proposals using behaviour management techniques
CO6	Generate new ideas and create organisational behaviour plans and proposals for business expansion and developments.

**BL – Bloom’s Taxonomy :**( L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

**PART A**

*(Answer ALL questions. Each question carries 2 marks)*

Q No.	Questions	Marks	BL	CO
1	Identify the various functional areas of management.	2	1	1
2	Explain <i>fundamental attribution error</i> .	2	2	2
3	Distinguish between intrinsic and extrinsic motivation using examples.	2	2	1
4	Define power in organisational context.	2	2	3
5	State social learning theory.	2	2	3

**(5X2=10 marks)**

**PART B**

*(Answer ANY FIVE Questions. Each question carries 4 marks)*

Q No.	Questions	Marks	BL	CO
6	Applying the trait theories of personality, analyse how personality affects individual performance in a work context.	4	3	3
7	Analyse the possible issues that may arise in group decision-making.	4	4	4
8	Compare the classical and neo-classical schools of management thought.	4	3	2
9	“Situational variables determine the appropriate leadership styles in organizations”. Justify.	4	3	3
10	Critically analyse workforce diversity in Indian companies. Recommend ways by which diversity can be enhanced in these companies.	4	4	4
11	Examine how a team is different from a group. Recommend scenarios for using different types of teams.	4	4	4
12	Suggest different behavioral reinforcement strategies that can be applied, in tackling an employee who takes no initiative.	4	4	4

**(5X4=20 marks)**

**PART C**

*(Answer ANY TWO questions. Each question carries 10 marks)*

Q No.	Questions	Marks	BL	CO
13	Evaluate the applications of the Equity Theory of motivation in business organisations. How is Equity theory linked to organisational justice?	10	5	5
14	Examine the response mechanisms adopted by organisations in tackling the organisational challenges posed by the pandemic.	10	5	5
15	Nutraj Foods has outdone its previous year’s sales performance by 130% thanks to a well- planned and executed campaign by newly joined Brand manager, Ayesha Shakeel. John Mathai (VP-Marketing) at Nutraj Foods was upbeat about Ayesha’s bright future at Nutraj Foods, especially since she was one of few women in the senior manager cadre at the company. He decided to offer her the currently vacant post of Market research co-ordinator at Nutraj. He felt that this new role would give her a well-rounded perspective of the Marketing function which would help her make her next big leap. A similar offer had given his career a much-needed boost that helped him scale heights faster and he expected the same for Ayesha. When he discussed the offer with Ayesha, she was shocked. She enjoyed Brand Management, which put her in direct control of a key product of the company, and viewed the Market Research co-ordinators job as a mundane, back-end position offering mere technical support. John misread her surprised expression as a happy one. After all that was how he felt when he got a similar offer three years back. Ayesha thought about the offer all night and came to the conclusion that she was being side-lined because she was a woman – just as her previous manager had done by denying her a promotion on grounds of her gender. She was responsible for Nutraj’s stellar sales performance this year and she wouldn’t let a male chauvinist spoil her party. She had to make a choice between accepting the offer, confronting John Mathai with her allegations or simply quitting Nutraj Foods.			
	a) Examine the errors in perception and biases in attribution that are evident to you from the case.	5	5	5
	b) Depict the sources of conflict and types of conflict that Ayesha is facing. Suggest ways in which she can manage this conflict.	6	5	5

**(2x10=20 marks)**

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