



SE – 275

II Semester B.B.A. Examination, September 2020

(CBCS (F+R) 2014-15 and Onwards)

BUSINESS ADMINISTRATION

Paper – 2.5 : Organisational Behaviour

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

1. a) What is perception ?
- b) What is reinforcement ?
- c) What are personality traits ?
- d) Define a group.
- e) What is sensitivity training ?
- f) What is TQM ?
- g) What is ABC model ?

SECTION – B

Answer **any three** of the following. **Each** question carries **six** marks. **(3×6=18)**

2. Discuss the components of attitude.
3. Briefly discuss the stages of group life cycle.
4. Mention the short comings of OB.
5. State the stages of perceptual process.
6. Explain the components of learning.

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SE - 275



SECTION - C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain the factors influencing organisational change.
 8. Why individuals join groups ? Explain the reasons.
 9. Explain the different types of rewards in an organisational reward system.
 10. Explain the sources of attitude formation.
 11. Write a note on :
 - a) Observation learning.
 - b) Levels of conflict.
 - c) Transactional analysis.
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