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## Eighth Semester B.E. Degree Examination, June 2012

### Organizational Behaviour and Professional Communication

Time: 3 hrs.

Max. Marks:100

**Note: Answer FIVE full questions, selecting  
at least TWO questions from each part.**

#### PART – A

- 1 a. Define organizational behaviour. Give the historical background of organizational behaviour. (10 Marks)
- b. Briefly mention the salient features of determinants of organizational behaviour. (06 Marks)
- c. Mention the four challenges of globalization. (04 Marks)
- 2 a. With reference to individual behaviour, briefly explain the terms related to individual differences and similarities: (08 Marks)  
i) Intrinsic rewards; ii) Compensation plan; iii) Intelligence; iv) Tool making.
- b. Explain the effect of biological and situational factors on personality. (06 Marks)
- c. Define ability. Explain the terms related to seven different dimensions of intellectual ability. (06 Marks)
- 3 a. Define learning. Draw classical conditioning process diagram. (06 Marks)
- b. Mention the consequences of operant behaviour. (04 Marks)
- c. Bring out the difference between classical conditioning and operant conditioning. (04 Marks)
- d. Briefly explain the different types of reinforcement. (06 Marks)
- 4 a. What is attribution theory? Briefly explain the theory of casual attribution. (10 Marks)
- b. What do you mean by Hodo effect and Stereo typing? Explain (10 Marks)

#### PART – B

- 5 a. Define motivation. Draw the difference between Maslow's and Herzberg theory of motivation. (06 Marks)
- b. Briefly explain the David Mcceland's needs-based motivational model. (08 Marks)
- c. Explain the following terms related to Vroon's expectancy theory:  
i) Instrumentality and ii) Valence. (06 Marks)
- 6 a. Mention the different stages of group development and explain. (10 Marks)
- b. Explain the following terms related to types of norms:  
i) Performance norms ii) Appearance norms  
iii) Social norms iv) Allocation of resource forms. (07 Marks)
- c. Define synergy. Mention the example. (03 Marks)
- 7 a. Define conflict. Draw the diagram of five stages of conflict process and explain. (10 Marks)
- b. How employee turnover, absence, safety and unionization affect job satisfaction? Briefly explain. (06 Marks)
- c. What do you mean by reengineering? Draw the block diagram for components of reengineering. (04 Marks)
- 8 a. Define communication. Mention the factors which act as barriers to effective communication. (10 Marks)
- b. Briefly explain the communication principles. (06 Marks)
- c. Mention the four specific rules for effective communication. (04 Marks)