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06ME835

**Eighth Semester B.E. Degree Examination, June/July 2011**  
**Organisational Behaviour and Professional**  
**Communication**

Time: 3 hrs.

Max. Marks:100

**Note: Answer FIVE full questions, selecting atleast TWO questions each from Part - A and Part - B.**

**PART - A**

- 1 a. Define OB. Give a brief account of its development. (10 Marks)  
b. Discuss the impact of information technology and globalization on OB. (10 Marks)
- 2 a. Explain biographical characteristics. (10 Marks)  
b. Define ability. What are the dimensions of intellectual ability? (10 Marks)
- 3 a. Explain any two theories of learning. (10 Marks)  
b. "Reinforcement shapes individual behaviour". Discuss. (10 Marks)
- 4 a. Briefly explain the factors that influence perception. (10 Marks)  
b. Explain attribution theory. (10 Marks)

**PART - B**

- 5 a. Explain Maslow's hierarchy of needs and Herzberg's two factor theory. (10 Marks)  
b. Explain McClelland's theory of needs and Vroom's expectancy theory. (10 Marks)
- 6 a. Define Group. Why do people join group? (10 Marks)  
b. Explain various stages of group development. (10 Marks)
- 7 a. Define Conflict. Explain job enlargement and job enrichment. (10 Marks)  
b. Explain the various stages of conflict process. (10 Marks)
- 8 a. Explain communication process. How does the interpersonal communication differs from organizational communication? (10 Marks)  
b. Explain the barriers in communication and how to overcome the same. (10 Marks)

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