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Eighth Semester B.E. Degree Examination, June/July 2013
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. What is “organizational behaviour”? Explain briefly. (04 Marks)
- b. In what way is information technology an important environmental context for OB? Give examples. (08 Marks)
- c. What is meant by diversity? What are the major reasons for the emergence of diversity? Explain. (08 Marks)
- 2 a. Define “ability”. State the seven most frequently cited dimensions of intellectual ability with brief descriptions and job examples. Explain ability-job fit. (10 Marks)
- b. Define “attitudes”. State the three components of attitudes and explain them with an example. (05 Marks)
- c. Define “values”, and a “value system”. Why are the values important to the study of OB? (05 Marks)
- 3 a. Define “Learning”. Explain the process of learning with the theory based on “Classical conditioning”. (10 Marks)
- b. State and explain the schedules of reinforcement. (10 Marks)
- 4 a. What is “Perception”? State the factors that influence perception. (06 Marks)
- b. Explain “attribution” theory proposed to help understanding an individual’s level of perception. (10 Marks)
- c. What is “Halo effect”? (04 Marks)

PART – B

- 5 a. Define “motivation”, and explain briefly. (05 Marks)
- b. Explain Abraham Maslow’s hierarchy of needs theory. (07 Marks)
- c. Explain Frederick Herzberg’s two factor theory of motivation. (08 Marks)
- 6 a. Define a “Group”, classify it and explain briefly. (07 Marks)
- b. Explain five-stage group development model, with neat sketches. (07 Marks)
- c. State both the strengths and weaknesses of group decision making. (06 Marks)
- 7 a. Define “conflict”. What do you mean by functional conflict and dysfunctional conflict? What differentiates functional from dysfunctional conflict? (07 Marks)
- b. Draw block diagram illustrating the five stages in the conflict process. (05 Marks)
- c. What is “stress”? What are the potential sources of stress? (08 Marks)
- 8 a. Define “communication”. Explain communication process. (05 Marks)
- b. State and explain at least five important barriers to effective communication. (10 Marks)
- c. List the rules for effective communication. (05 Marks)

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