

SEAT No. _____

No. of Printed Page : 01

[24, A-15 & A-16] **Sardar Patel University**
Vallabh Vidyanagar

S.Y.B.B.A. (HM / TTM) (SEM – III)

Organizational Behaviour for Services Sector (UM03CBBH05) (NC)

Date : 25/11/2017

Total Marks : 60

Day : Saturday

Time : 02:00 PM – 04:00 PM

Q 1 Define the term 'Organisational Behaviour'. Discuss contributing disciplines to OB. (15)

OR

Q 1 What is 'Organizational Behaviour'? State the key elements of OB. Explain the need for studying OB. (15)

Q 2 What is Personality? How does Personality develop? (15)

OR

Q 2 Define Personality. Explain Types of Personality. (15)

Q 3 What is Learning? Discuss Classical Learning Theory. (15)

OR

Q 3 Discuss Perceptual Process? (15)

Q 4 Define 'Group'. State the characteristics of group. (15)

OR

Q 4 Discuss the Stages of Group Formation and Development. (15)

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