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Sardar Patel University

BBA (VI Semester) Examination

Wednesday, 6th April, 2016

10:30a.m. to 12:30p.m.

UM06EBBA03- Advanced Human Resource Management II

Total Marks – 60

Que.1: What do you mean by 'Perception'? Explain the steps in perceptual process. (15)

OR

Que.1: Explain Perceptual Selectivity. State the difference between Sensation and perception and also state importance of Perception. (15)

Que.2: Clarify the concept 'Conflict Management'. Discuss the positive and negative aspects of Conflict. (15)

OR

Que.2: Write notes on:

- A) Stages of Conflict Episode (8)
- B) Conflict Management (7)

Que.3: Define 'Organizational Culture'. State its Characteristics and explain the functions of organizational culture. (15)

OR

Que.3: Write notes on:

- A) Types of Organizational Culture. (8)
- B) Steps for developing Sound Organizational Culture. (7)

Que.4: What is 'Organizational Development'? Discuss its process. (15)

OR

Que.4: Explain in detail OD Interventions (Methods). (15)