

[A-7]

No. Of Printed Pages 1

SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER VI
THURSDAY, 7 APRIL 2016
TIME: 10:30A.M TO 12:30P.M
UM06EBBI06 ORGANIZATIONAL BEHAVIOUR-II

MARKS: 60

NOTE: Figures to the right indicate marks.

Q.1 Define perception n sensation & discuss at length the perceptual selectivity. [15]

OR

Q1 [A] Write an explanatory note on developing perceptual skills. [08]

[B] Write a note on importance of perception. [07]

Q.2 "Change in some way is the necessary aspect of human life." Elucidate the statement in context of the factors in Resistance to Change. [15]

OR

Q.2 [A] Define the term conflict and elucidate the stages in conflict episode. [08]

[B] Write a descriptive note on Conflict Resolution. [07]

Q.3 Define Organizational Culture & Give explanation on process of organizational culture. [15]

OR

Q.3 [A] Discuss the steps to measure and communicate the organizational culture. [08]

[B] Clarify briefly the types of organizational culture. [07]

Q.4 "MBO is a technique and system which helps in improving organizational performance." Clarify the statement in perspective of MBO as an OD intervention technique. [15]

OR

Q.4 [A] Define the term organizational development & enlighten briefly the steps in process of organizational development. [08]

[B] Explicate in brief the survey feedback and process consultation intervention technique. [07]

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