

- A good health hospital is a major customer and gives good business. Losing the hospital is not an option. Therefore the demands of the hospital have to be met.

Questions:

- Indicate the Problems faced by Mr. Nataraj.
- If you were Mr. Nataraj, how will you solve this issue?
- Outline the Behavioral Aspects in the above Case.

5 + 7 + 11 + 3

(26)

MBCP 1006

M.B.A. DEGREE EXAMINATION, JUNE 2024

First Semester

Common Paper

ORGANISATIONAL BEHAVIOUR

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions

- Interpret the Scope of Organizational Behavior.
- Distinguish between Self-Esteem and Self-Image.
- Explain the Process of Perception.
- Examine the role of values and beliefs in Organizational Development.
- Why Group Dynamics is important in an Organization?
- Show the Characteristics of healthy Organizational Change.

200

107

61

59

422

496

577+

1143

400

5+7=12

11
—
23

7. How to foster a Gender Sensitive Culture in a Organization.
8. Mention the Dimensions of Organizational Citizenship Behavior.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions

9. Illustrate the Models of Organizational Behavior with a neat Table.
10. Determine the Factors affecting Perception in an Organization.
11. Compare and Contrast Herzberg's and Maslow's Theories of Motivation.
12. Elucidate the different Styles of Leadership with Organizational examples.
13. Appraise the Power Tactics of Managers and describe the Sources of Power.
14. Elaborate the Dimensions of Organizational Climate.
15. Illustrate the Levels of Organizational Consciousness

16. "OD interventions can improve your business at the individual, group, and organizational levels."- Justify.

PART C — (1 × 15 = 15 marks)

Answer the following

Compulsory

17. Case study:

Mr. Nataraj, Regional Manager of Alpha Pvt. Ltd. Alpha makes and distributes products from more than 10 international pharmaceutical and health care companies. Mr. Nataraj is responsible for managing existing clients and also to get new clients. He manages a number of sales representatives. Important customers have dedicated sales representatives, while other sales representatives try to get new clients. One day an important customer (Good Health Hospital) called Mr. Nataraj and complained that Mr. Bhavan (the sales representative) was ineffective and insisted he be removed, or else they would not give any business. Here are Mr. Nataraj's thoughts:

- The track record of Mr. Bhavan was good and he was liked within the company. Dismissing him or even transferring him to a new region will affect the morale of the work force.