

MAY 2011

**P/ID 17465/RCR/
PCAV**

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer ALL questions.

All questions carry equal marks.

1. (a) Explain the scope of organisational behaviour.

Or

(b) Write a note on the value of the systematic study of OB.

2. (a) Explain the personality dimensions in brief.

Or

(b) Define perception. Explain its nature.

3. (a) Write a note on Thurstone's attitude scale.

Or

(b) Briefly explain social learning.

4. (a) Explain communication process-briefly.

Or

(b) Explain the stages of group development.

5. (a) Explain the following :
- (i) Centralization
 - (ii) Span of control
 - (iii) Chain of command.

Or

- (b) Write a brief note on QWL.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

- 6. Explain the factors influencing perception in detail.
- 7. Discuss about developing an OB model in detail.
- 8. Explain the factors that determine individual's personality in detail.
- 9. Explain the sources of attitude in detail.
- 10. Explain the function of leadership in detail.
- 11. Explain the barriers to effective communication in detail.

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12. Discuss the OD techniques for bringing about change in detail.
 13. Describe forces that act as stimulants to change in detail.
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