

DECEMBER 2015

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

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer ALL questions.

1. (a) State the objectives of modern business.

Or

- (b) “The purpose of business is satisfaction of human needs” – Comment.

2. (a) Mention a few indicators of positive individual behaviour.

Or

- (b) Explain psychoanalytical theory of personality.

3. (a) Write a note on the social learning theory.

Or

- (b) Discuss on job involvement.

4. (a) Explain clearly about upward communication with suitable diagram.

Or

- (b) Explain about mechanical barriers of communication.

5. (a) Explain the characteristics of morale.

Or

- (b) What are the characteristics of organisational culture?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

6. Discuss the principles of management as given by Henry Fayol.
7. Discuss the influence of personality factors on human behaviour.
8. Describe the qualities of a leader.
9. Explain the barriers to effective communication. Suggest remedial measures.
10. Discuss the various stages of OD process.

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11. Discuss in detail the internal and external factors influencing change.
 12. Elucidate the principles of organisation.
 13. Discuss in detail about different types of organisational culture.
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