

MAY 2016

**P/ID 28456/PPYF**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions in about 50 words each.

1. Interpersonal role.
2. Job satisfaction.
3. Leadership.
4. Organizational climate.
5. Customer value.
6. Needs.
7. Family.
8. Opinion seekers.
9. Abilities.
10. Personality traits.

PART B — (5 × 6 = 30 marks)

Answer ALL questions each in 250 words.

11. (a) Describe the challenges and opportunities of Organizational Behavior.

Or

- (b) Explain the applications of Maslow's hierarchy of needs in organization.

12. (a) Discuss the importance and limitations of behavior theories of leadership.

Or

- (b) Describe the strategic applications of consumer behavior.

13. (a) Differentiate the positive and negative motivations of consumer.

Or

- (b) Describe various measurements of social classes.

14. (a) Elaborate four kinds of views of consumer decision making.

Or

- (b) Describe the functions of opinion leadership in consumer decision making.

15. (a) Describe various personality traits and its relevance to organizational behavior.

Or

- (b) Describe the process of consumer research.

PART C — (5 × 10 = 50 marks)

Answer ALL questions each in 500 words.

16. (a) Describe the major elements in consumer behavior.

Or

- (b) Explain the manager's functions, roles and skills in an organization.

17. (a) Elaborate different kinds of individual's abilities and demonstrate its relevance to organization.

Or

- (b) Identify the early theories of motivation and their applications in work place.

18. (a) Describe the marketing ethics and social responsibilities in consumer behavior.

Or

- (b) Explain the nature of consumer attitude formation and change.

19. (a) Explain the influence of culture on consumer behavior.

Or

- (b) Elaborate the importance of opinion leadership in consumer decision making.

20. (a) Describe various techniques for overcoming resistance to change.

Or

- (b) Elaborate the importance of job satisfaction in organization.
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