

MAY 2015

P/ID 28456/PPYF

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions in about 50 words each.

1. Halo effect.
2. Social motives.
3. Self efficacy.
4. Self-fulfilling prophecy.
5. Need for Affiliation.
6. Participative management.
7. Consumer reference group.
8. High involvement learning.
9. Ash Phenomenon.
10. Word-of-Mouth communication.

PART B — (5 × 6 = 30 marks)

Answer ALL questions in about 250 words each.

11. (a) Describe the types of groups.
Or
(b) Write a short note on “learning theories and consumer behavior”.
12. (a) Explain Vroom’s expectancy theory of motivation.
Or
(b) Explain the aspects of ‘self concept’ relevant in the field of organizational behavior.
13. (a) What are various personality traits relevant to organizational behavior?
Or
(b) Write a note on contingency theory of leadership.
14. (a) Describe the marketing strategy and consumer behavior.
Or
(b) Explain the importance of ethical consideration in marketing.

15. (a) Make a note on VALS 2 programme.

Or

(b) Explain the determinants of family purchase roles.

PART C — (5 × 10 = 50 marks)

Answer ALL questions in about 500 words each.

16. (a) Elucidate the nature, scope and importance of organizational behavior.

Or

(b) Explain the theories of motivation.

17. (a) Define occupational stress. Explain the effects of occupational stress.

Or

(b) Narrate the types of communications used in an organizational setup.

18. (a) What is organizational change? Explain various OD intervention strategies.

Or

(b) Define decision making? What are the different decisions making methods used in the organization.

19. (a) Explain opinion leadership and its relationship with marketing strategies.

Or

(b) What is the relevance of perception in consumer behavior?

20. (a) Describe the McGregor's Psychological motives.

Or

(b) What are the individual and situational characteristics that influence attitude change?
