

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-7)
ORGANIZATION & CONSUMER BEHAVIOUR
Subject Code : BH-419
M.Code : 14583

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. SECTION-B contains **FIVE** questions carrying **2½** (Two and Half) marks each and students has to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **FIVE** marks each and students have to attempt any **TWO** questions.

SECTION-A**1. Write Short notes on :**

- a) Transformational leadership
- b) Matrix organisational structure
- c) Brainstorming
- d) Physical barriers to communication
- e) Extrinsic motivation
- f) Employee turnover
- g) Stress management
- h) Economic man model
- i) Norming stage of a group
- j) Organisational effectiveness

SECTION-B

2. Define the term Organisational behaviour and its scope.
3. Explain the determinants of personality of an individual.
4. What are different types of Formal and Informal groups in group dynamics?
5. List and explain the behavioural traits of a leader.
6. What is an Organisational structure? How is it important?

SECTION-C

7. Explain the concept of Perception. Explain the perception process with suitable examples.
8. Define Organisational climate and discuss how a favourable organisational climate can lead to a successful organisation giving suitable examples.
9. Explain the process of communication. What are the barriers of effective communication? Why is it important to have an effective communication process in an organisation?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.