

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-7)**  
**ORGANIZATION & CONSUMER BEHAVIOUR**  
**Subject Code : BH-419**  
**Paper ID : [C0348]**

**Time : 3 Hrs.**

**Max. Marks : 30**

**INSTRUCTION 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

**Q1. Write Short notes on :**

- a) Goals
- b) Behaviour
- c) Personality
- d) Stress
- e) Group
- f) Communication
- g) Network
- h) Mentoring
- i) Organization climate
- j) Management Skills

### SECTION-B

- Q2. Write a short note on leadership styles.
- Q3. What are different components of Leaving?
- Q4. Write a short note on Group Dynamics.
- Q5. Explain different theories of Motivation.
- Q6. What are different causes of Stress?

### SECTION-C

- Q7. Define Organization Behaviour and state different concept of Organization Behaviour.
- Q8. What do you mean by Perception? Explain how Perception influences consumer buying behavior.
- Q9. What is Organization Structure? Explain different concept of organization structure.