

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
First Semester Examination December 2014

Subject	Organizational Behaviour (OB 01)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	04-12-2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

A food court is located at one of the affluent areas of Delhi and has a number of branches in various parts of the country. In summers, due to huge footfall, the sales figures increase significantly in the Delhi branch. However, the sales figures did not increase substantially during last summer. The management wanted to know the reason for such a situation.

The management tried to analyze the situation and found that the workforce of the Delhi based food court is not too efficient. They found that absenteeism is very common in the food court. In addition, around 40% of the workforce was comprised of temporary staff that included students who wish to work only in their summer holidays. They also found that 10% of the staff was that of housewives who had joined at flexible work timings. The temporary staff had not performed its duties efficiently.

The food court realized that their workforce policies need to be revised. In addition, the management needs to motivate its current employees.

Read above case and answer the following questions:

- Q1. What is the main problem in this case study?
Q2. How can the current workforce be motivated in such a case?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) "Chanda Kochhar has successfully broken the glass ceiling." Do you agree with this statement? Justify.
b) Why are boundaries less organizations gaining prominence these days?
c) "Lokasangraha-Collective Interest is a traditional Indian OB concept." Justify

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the criticisms for Maslow's need hierarchy?
b) Describe Matrix organization in brief.
c) Discuss the leadership style of Mahatma Gandhi.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) "Managing diversity is a major challenge for OB." Do you agree with this statement? Justify.
b) "Management is doing things right; leadership is doing the right things." - Peter F. Drucker. Justify this statement.
c) What are the various outcomes of conflict?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) "Children learn from elders". Justify
- b) What are the tactics of overcoming resistance to change?
- c) Do you think that conflicts are functional?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are different sources of power?
- b) Stereotyping is distortion to perception. Justify.
- c) Write short note on – Herzberg's Theory of Motivation

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is meant by role ambiguity?
- b) What is Groupthink?
- c) Discuss Situational Leadership Theory with examples.