

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16) Fourth Batch
Second Semester Examination December 2014

Subject	Organizational Behaviour		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	30-12-2014

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

Q1) 20 Marks (Compulsory)

DreamWorks Animation SKG, a US-based film producing company is ranked as one of the best companies to work for by Fortune Magazine. DreamWorks fostered a culture of creativity through engagement and collaboration among the employees. Every individual's ideas were valued and their contribution was recognized. The company, which employed highly talented individuals, provided a positive, collaborative, and informal work environment.

The company, which hired highly talented individuals, provided a positive, collaborative, and informal work environment. The stress-free work environment, perks, benefits, flexible work schedule, recognition to individual talent and skills, coupled with job security helped the company make blockbuster animation movies like Antz, The Prince of Egypt, Kung-fu-Panda, How to Train Your Dragon, Madagascar, and The Shrek series and also achieve a high employee retention rate.

However, few employees were taking company's informal and relaxed HR policies for granted and the management was contemplating to fire them.

Questions:

1. » Explain the work culture at a company that was recognized as one of the best companies to work for in the US.
2. » What are the positive elements in the company's culture and how they contributed to employee morale and innovation.
3. » Analyze whether the company's decision to fire some of the employees would put its culture at risk.
4. » Short note on how the work culture enabled the company to maintain an edge in a highly competitive industry.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) What are the contemporary organization behavior issues?
- b) What are the challenges faced by modern organizations?
- c) How would you develop a positive workforce?

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

- a) Is it possible to modify human behavior?
- b) What is the meaning of organization behavior modification?
- c) Suggest means and ways how you will modify behavior.

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

- a) A note on individual behavior.
- b) What is the meaning and relevance of interpersonal behavior?
- c) How does attitude and values affect behavior?

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

- a) What are the factors leading to job satisfaction?
- b) What is organization structure?
- c) Does organization design help in overall organization behavior?

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

- a) Short note on power and politics.
- b) How will you solve organization conflicts?
- c) Is organization change imperative and good for the organization?

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

- a) Which policies affect organization development?
- b) Which current organization in your view has positive organization behavior? Why?
- c) A note on organization effectiveness.