

OB 01*Organizational Behaviour.*

Roll No.:

Total No. of Printed Pages: 3

Total No. of Questions: 5 (Section-I)

Maximum Marks: 30 + 30 = 60

Duration (hrs): 3

Note:

- I. Question 1 is compulsory.
- II. Answer any 2 out of the remaining 4 questions.
- III. Each question carries 10 marks.
- IV. Section I and II should be solved on separate answerbook.

Section I**Q1. Case Study**

Rama Rao is 30. But if you listen to him, you'd think he was 60 and washed-up. "I graduated college at a great time. It was 1996. I started as an analyst for Accenture, worked as a health-care consultant for two other firms and then became Chief Technology Officer." By 2001, Rama Rao was making Rs. 2 million a year plus bonus, driving an expensive BMW car and was very optimistic about his future.

But today, Rama Rao makes Rs.8.5 lacs as a technology analyst at a hospital and is trying to adjust fact that the go-go years of the late 1990s are history.

Like many of his generation, Rama Rao is mired in debt. He owes Rs.25 lacs to the bank on his home loans and has run up more than Rs. 5 lacs on his credit cards. He faces a world very different from his father found when he graduated college in early 1960s.

"The rules have changed. And we Generation-Xers are getting hit hard. We had to go to college to get a decent job. But the majority of us graduated with high student debt (loan). The good news was, when we graduated, the job market was great. I got Rs. One lac hiring bonus for my first job. The competition by employers for good people drove the salaries up. When I was 28, I was making more than my dad, who had been with the same company for over 20 years. But

my dad had job security. And he has a nice retirement plan that will pay him a guaranteed pension when he turns 58. Now look at me. I don't know if I'll ever make Rs.2 million again. If I do, it will be in 20 or more years. I have no job security. I am paying Rs.20,000 a month on my college loans. I am paying another Rs.5000 a month on my credit card account. I've got 30 more payments on my BMW. My wife tells me it would be nice to own a bigger house, but how can I commit myself to a 30-year mortgage when I don't know if I'll have a job in six months?"

"I am very frustrated. I feel like my generation got a bad deal. We initially got great jobs with unrealistically high pay. We got used to working for one job for six months, quitting, then taking another and getting ourselves a 25 to 30 percent rise. We thought we would be rich and would retire by 40. The truth is that we are now lucky to have a job and, if we do, it probably pays half of what we were making a few years ago. We have no job security. The competition for jobs, combined with pressures by business to keep costs down, means a future with minimal salary increases. It is pretty weird to be only 30 years old and to have your best years behind you."

- i. Analyze the case study using Maslow's need hierarchy. (5)
 - ii. As a boss, how will you motivate Rama Rao. (5)
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- Q2. Discuss in detail how advertisers use the concept of 'perception'; with special reference to the process of selecting stimuli. (10)
 - Q3. Discuss in detail Holland's six types of personality. (10)
 - Q4. Explain in detail the process of formation of attitude. (10)
 - Q5. 'The focus of OB is interdisciplinary.' Do you agree with this statement? Justify. (10)

Section: 2

Note: All questions are compulsary

1. What are role space and role set? What is at the centre of a role space and of a role set? (10)

(OR)

How is stress defined? Is it always bad for the individual? Explain.

2. Explain the factors contributing to group cohesiveness? What are the positive outcomes of group cohesiveness? (10)

(OR)

How do the group theories differ from the trait theories of leadership?

3. Write short-notes: (Any 2) (10)

- a] Resistance to change**
- b] Sources of power**
- c] Dysfunctions of Groups and Teams**