VPM's
DR VN BRIMS, Thane
Programme: MMS (2024-26)
First Semester Regular Examination January 2025

Course Name:	**Organizational Behaviour**	**Course Code**	**C-105**
Roll No.		**Marks**	**30**
Total No. of Questions	3	**Duration**	**1 Hour**
Total No. of printed pages	2	**Date**	**04.01.2025**

Course Outcome Statements:

CO1: **Recall** the fundamental concepts related to organizational behaviour.

CO2: **Explain** factors affecting organizational behaviour with respect to individuals, groups and organizational structures.

CO3: **Identify** different behavioural traits and managerial styles affecting decision making and problem-solving skills in the organization.

CO4: **Examine** the challenges faced by organizations resulting from individual's behavioural traits and group dynamics.

CO5: **Evaluate** the effective organizational behaviour in promoting positive organizational change.

CO6: D**evelop** right attitude and techniques for managing organizational performance based on different behavioural

Instructions: -			**Marks**	**BL**	**CO**
Q. No 1 (All Questions are Compulsory)					
Q. No.		**Questions**			
Q. 1		Case/Case-let Study / Answer the following Bright Glow Bulbs Pvt. Limited was into all sort of illumination products since past two decades. They were having a huge market demand for their bulbs, tube lights, and street lamps as the rapid urbanization and infrastructural development lead by the new government boosted need of illumination across the entire nation. At times the orders poured in at a high velocity and meeting the demand became a big challenge for the Production In-charge Mr. Sudarshan. To meet the demand he required a whole lot of dedicated workers who were positive about the company's and personal growth. Recently though, he had observed that many blue collared workers were not fulfilling their assigned targets and had gone on slowdown. They came up with lame excuses for not performing and always considered that more business is just a benefit to the management and is not going to add any value to their jobs. They neither saw any monetary gains through it nor were looking forward for any contentment through achieving the order completion. He also occasionally sensed arrogance and disrespect towards the superior Shift In-charge employees of the shopfloor when they tried to question the workers accountability towards production. Mr. Sudarshan had started seriously considering adopting some well-planned changes in terms of performance measurement of each individual worker and also some constructive measures to motivate them for better results. He yet was in a dilemma whether he should first make strict rules to be observed on the shop floor in terms of time management and productivity or have one to one conversation with the workers to find out their pain areas to be addressed.			

	i	In light of the spoiled work culture on shopfloor of the company **prioritize** the sequence of actions you would adopt as a Manager in bringing the cultural transformation in Bright Glow Bulbs Pvt. Limited.	**5**	**Level 5**	**CO5**
	ii	Considering intrinsic and extrinsic factors motivate employees, **determine** those factors which could motivate workers to take ownership of the assigned tasks and meet productivity deadlines.	**5**	**Level 5**	**CO5**
Q. 2		Answer the following			
a	**i**	An Offshore Project has caused a conflicting scenario in two peers in terms of leading it. Help them to **examine** their own behaviours and form appropriate intentions to resolve the conflicting situation and accomplish organizational goals.	**5**	**Level 4**	**CO4**
	ii	A Garment Manufacturing Firm recently adopted new tally package for their accounting work changing from manual book keeping inviting resistance. Assuming you are the Change Agent **choose** methods for overcoming the resistance and ensuring smooth transition.	**5**	**Level 3**	**CO3**
Or					
b	**i.**	A CSR initiative of helping underprivileged kids for education has to be undertaken by the HR of a multinational company. The tasks involved are going to be of varied nature and quantum. **Analyse** the project stages and corresponding group development stages through which the employees would undergo right from project initiation to the completion stage.	**5**	**Level 4**	**CO4**
	ii	A bottle manufacturing plant has indicated slowdown in productivity in past two quarters. This has adversely affected revenues and has been a concern for the Production Plant Manager. **Identify** and suggest a Group Decision Making technique that would be suitable for formulating action plan to overcome this crisis.	**5**	**Level 3**	**CO3**
Q. 3		Answer the following			
a	**i**	**Relate** the significance of unsatisfied needs with their potential to motivate employees for performance.	**5**	**Level 2**	**CO2**
	ii	**Which** factors act as stressors in personal and professional life and **how** do they affect an individual?	**5**	**Level 1**	**CO1**
Or					
b	**i.**	**Explain** the factors affecting individual's perception.	**5**	**Level 2**	**CO2**
	ii	**Spell** out the different qualities in a leader those influence followers.	**5**	**Level 1**	**CO1**