

AT-1401

M.B.A. Semester—I Examination

ORGANIZATIONAL BEHAVIOUR AND EFFECTIVENESS

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (a) Why do people join groups ? Discuss its five stages with an example of each. 14

OR

- (b) “Both formal and informal groups are necessary for the group activity”. Discuss the important advantages and disadvantages. 14

SECTION—B

2. (a) Differentiate between power and authority with suitable example. 7
(b) What kind of activities could a full time college teacher pursue of that he or she is a charismatic leader ? In pursuing those activities, what might the teacher do, to enhance his leadership quality, which affects the organisation politics. Discuss. 7

OR

- (c) Discuss the major forms of conflict in organizations. 7
(d) Ventex is a firm, manufacturing Piston valves used in automobiles. Considering the success of the participation programs in other firms in the industry, the top management of Ventex wanted to implement such programmes in the company. However, the managers of Ventex failed to implement the programme properly. Discuss the possible limitations for implementing participation programs in the organisation. 7
3. (a) Discuss the mechanism for resolving intergroup conflicts between students and faculty on your campus. Are they effective ? How could they be improved ? 7
(b) As a MBA students, how do you visualize the future of your Educational Institution to make it more powerful. Suggest innovative techniques that you think are the most essential for developing your institution and putting it ahead of competition in future. 7

OR

- (c) What are the symbols of power ? What are the symptoms of the powerless ? 7
- (d) Phoenix Inc. is a watch manufacturing company. Assume that you have been appointed the Human Resource Manager of the company. How would you empower employees for participation in goal setting for the benefit of the organisation ? 7

SECTION—C

- 4. (a) Describe the qualities of a manager to make organisations more effective. 7
- (b) How the creativity and the innovations quality can develop in an employees working in organization. 7

OR

- (c) How can the gender related issues be solved in an organisation ? 7
- (d) Explain the framework for establishing good corporate governance and accountability. 7

SECTION—D

- 5. Cadbury-Schweppes is a leading confectionery and beverages Company in the world. The Company's social responsibility goal is "To be admired as a great company to work for and one that is socially responsible to its communities and consumers across the globe." In late 2003, the company was mired in a controversy in India, when a shopkeeper who stocked the Company's product 'Dairy Milk' found worms in the products. Later in 2004, the company introduced improved 'purity sealed' packaging for the product. In addition the company also roped in Amitabh Bachan, a popular and veteran Indian movie star, to endorse 'Dairy Milk'.

Questions :

- (a) Analyse the Case. 4
- (b) How do you perceive the actions taken by the company in relation to the controversy ? 5
- (c) At an organisational level, what approach should the company adopt to avoid recurrence of the problem ? 5