



**Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION-2018**

**BBA /B.Com Sem-II
Subject code: HR17**

**Course: Introduction to Organizational Behaviour
Time: 3 Hours
MM: 50 Marks**

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. a. Sketch the historical growth of the subject organizational behavior. [5]
b. Discuss what are the emerging issues in OB with the changing business environment? [5]
2. a. Differentiate between divergent and convergent thinking. Explain the relevance of creative problem solving in present day organization. [5]
b. Briefly explain "Six Thinking Hats" of Edward De Bono [5]
3. a. Do you think conflicts are functional or dysfunctional for team performance? Justify your argument. [5]
b. What are various types of conflicts? Which type is experienced most by the students?
4. Explain the relevance of Hofstede study of national culture in understanding individual personality? How does study of personality help in understanding OB. Discuss. [10]
5. a. Explain Tuckman's Model of group development? Justify which stage according to you is most important and why? [5]

b Explain the classical conditioning theory of learning? In the context of your role as student, identify examples of positive and negative reinforcement that influence your behavior? Which works best and why?

Section B

1. Design a plan to increase the motivation of pizza delivery boy to provide prompt services to customers? [10 marks]

2. Telecom Sector Skill Council (TSSC) CEO's S P Kochhar has claimed that 14.3 million people will be employed in telecom as well as telecom manufacturing, by the end of five years. He has highlighted the increasing scope of the manufacturing sector in India and linked it with the need for more skilling in the telecom sector.

This news brings good news for the telecom industry that faced massive job losses last year. In October 2017, nearly 1, 50,000 direct and indirect jobs were reported to be at risk. Vodafone had axed 1,400 people as a part of merger plans with Idea and Bharti Airtel had dismissed 1,500 people from the sales and retail teams after it acquired Telenor.

After the job loss that the industry suffered and the turmoil it went through, there are currently, 4 million people employed in the telecom sector.

Now, TSSC with its new approach aims to change the current landscape of the telecom industry and wishes to take it forward towards a better future. It is promoting the idea that training should be based on job demand as per industry

needs. For this, TSSC plans to build training modules based on national occupational standards which will be prepared in conjunction with the industry and will be approved by the government. They are also willing to invest in creating a Centre of Excellence where people can be trained around products in the sector. Even tower companies have shown their interest in this venture.

S P Kochhar shared that through this initiative TSSC aims to reduce the fear that upskilling leads to attrition and emphasize on the benefits skilled manpower will bring to the industry.

(26th Mar 2018, TOI)

Questions:

1. Identify various environmental factors impacting telecom industry? [3]
2. Do you think that the issues mentioned above have any OB implications? Justify your opinion. [7]