



RC-1722

Second Year B. B. A. (Sem. III) Examination
April / May – 2010
Behavioural Science

Time : 3 Hours]

[Total Marks : 70

Instructions

(1)

नीचे दशांश देव निशान्नीवाणी विगतो उत्तरवडी पर अवश्य लपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="S. Y. B. B. A. (Sem. 3)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Behavioural Science"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="7"/> <input type="text" value="2"/> <input type="text" value="2"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	
	Student's Signature

- (2) Figures to the **right** indicate full marks for that question.
- (3) All questions are **compulsory**.
- (4) Answer in neat handwriting.

1 Read the following case study and answer the questions :

Hind Chemicals is a medium scale chemical factory engaged in production as well as marketing of chemical products. The factory works in three shifts.

On Monday night at 12.30 am Mr. Nand Kumar the supervisor, approached one worker Ramesh and asked him to start the chemical unit on urgent basis, so that the process will start on time.

However, since Ramesh was under group pressure of his colleagues, he started his work late and his attitude was totally negative towards the work, though he had the potential. Ramesh was very intelligent and competent in his job and worked very efficiently. But Mr. Nand Kumar the supervisor was five years younger than him but was his supervisor because he was the relative of one of the directors of the organisation.

- (i) Identify the problem areas in this case. 5
- (ii) What principles of organisational behaviour can you apply in this case to ensure that competent people like Ramesh work efficiently? 10

- 2 Answer the following in brief : 5×3=15
- (a) What do you mean by "projection"?
 - (b) What is "cognitive dissonance"?
 - (c) Define "value".
 - (d) Give one example of "functional conflict in organisational setting".
 - (e) What is meant by "Group think"?

- 3 What is personality? What are its determinants? 15
Which of them do you think are most important in shaping personality?

OR

- 3 Differentiate between terminal value and instrumental value. Explain the various approaches to values. 15

- 4 "Groups bring people together, but they may also give rise to conflict." - Explain this statement with an example. 10

OR

- 4 How do you perceive yourself? Is it necessary to perceive oneself and the world around rationally to be successful? 10

- 5 Write short notes on any **three** : 15
- (a) Process of conflict
 - (b) Job satisfaction
 - (c) Importance of Behavioural science
 - (d) Johari Window.
