

56-2

SARDAR PATEL UNIVERSITY

BBA (ITM) SEMESTER VIII

FRIDAY 22nd APRIL 2016

TIME: 02:30P.M TO 04:30P.M

UM08EBBI06 STRATEGIES FOR CHANGE MANAGEMENT

MARKS: 60

NOTE: Figures to the right indicate marks.

Q.1 Discuss at length the process of creation of organizational culture. [15]

OR

Q1 [A] "The concept of spirituality has existed in society since the emergence of religion, but it has not found, a place until recently in the literature of management of which organizational behaviour is a part." Clarify the statement in context of need for spirituality. [08]

[B] What is the impact of organizational culture in organizations? Explain. [07]

Q.2 Elaborate the concept of HRD with its features, objectives & functions. [15]

OR

Q.2 [A] Distinguish HRM & HRD. [08]

[B] What is HRD as a total system? Explain. [07]

Q.3 "Line and staff organization refers to a pattern in which staff specialists advise managers to perform their duties." Explicate the statement in context of line & staff organization structure. [15]

OR

Q.3 [A] What are the merits & demerits of line organization structure? Elucidate. [08]

[B] Write a brief note on components of good organization structure. [07]

Q.4 Give detailed explanation of interpersonal behavior in international context. [15]

OR

Q.4 [A] State briefly the trends in International business. [08]

[B] Write a note on organizational characteristics in international business. [07]