

(64 & 71)

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

BBA (HONS) (HM/TTM) Examination, Semester- II

Day: Thursday

Date: 05/04/2018

Time: 02:00 PM to 04:00PM

Session: Afternoon

Subject: Organisational Behaviour for Services Sectors Subject Code: UM02CBBT07/H07

Total Marks: 60

Figure in the right are the Marks

Q:1 Define "Organizational Behavior" and discuss in detail contributing 15
disciplines to OB.

OR

Q:1 Define OB. Also, discuss Nature and Scope of Organizational 15
Behavior.

Q:2 Explain perception and discuss how perception differs from 15
sensation? Also discuss Perceptual Process.

OR

Q:2 Define Perception and discuss difference Perception and Sensation. 15

Q:3 What is Learning? What is Operant Learning? 15

OR

Q:3 What is Learning? Also, discuss Classical Conditioning Theory. 15

Q:4 Define Group and list its characteristics. 15

OR

Q:4 Define Group and discuss stages of Group Development. 15

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