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SARDAR PATEL UNIVERSITY
B.B.A. (HM) (TTM) IInd SEMESTER EXAMINATION (NO)
2016

Wednesday, 19th October

2.00 p.m. to 4.00 p.m.

UM02CBBH07/T07 - Organizational Behavior For Service Sector

Total Marks : 60

Q.1. Discuss the contributing disciplines to OB with suitable chart. [15]

OR

Q.1 (A) Define OB. Explain the key elements of OB. [8]

(B) Discuss the need for studying OB. [7]

Q.2 Discuss the various types of personalities in detail. [15]

OR

Q.2 (A) Define personality. Explain the determinants of personality. [8]

(B) Explain type theory and trait theory of personality. [7]

Q.3. What is perception? Discuss the process of perception in detail [15]

OR

Q.3. Write a note on : [15]

i) Classical Conditioning Theory

ii) Operant Conditioning Theory

iii) Cognitive Theory

Q.4 (A) Define Group. Discuss the stages of group development [15]

(B) Discuss the types of groups in detail.

OR

Q.4 Write a short note on: [15]

i) Group Cohesion

ii) Group Role

iii) Group Norms
