

SARDAR PATEL UNIVERSITY
BBA (III Sem.) (HM) Examination
Saturday, 8 December 2012
2.30 - 4.30 pm

UM03CBBH05 - Organisational Behaviour for Service Sector

Total Marks: 60

Note: Figures to the right indicate full marks of the question.

Q.1 What is 'Organisational Behaviour'? State the key elements of OB. [15]
Explain the need for studying OB.

OR

Q.1 Define the term 'Organisational Behaviour'. Discuss contributing [15]
disciplines to OB.

Q.2 What is Personality? How does Personality develop? Explain Types of [15]
Personality.

OR

Q.2 Write notes on:

- (a) Theories of Personality [10]
- (b) Personality and OB [05]

Q.3 What is Perceptual Process? Discuss the perceptual inputs and [15]
throughputs of it in detail.

OR

Q.3 What is Learning? Discuss various Learning Theories. [15]

Q.4 Define 'Group'. State the characteristics of group. Explain the need for [15]
formation of groups.

OR

Q.4 Write notes on:

- (a) Group Behaviour [08]
- (b) Stages of Group Formation and Development [07]

* * *