PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(1st Semester)

Course No: CP-104 (O)

(Organisational Behaviour)

Full Marks: 70
Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (i) What do you mean by organisational behaviour? Why do managers need to study organisational behaviour, state five reasons. 2+5=7

   (ii) Explain "Organisatonal Behaviour in an interdisciplinary subject". 7

Or

2. What is perception? Explain the process of perception. 14

3. Let us examine the problem faced by Mr. Nataraj, Regional Manager of Alpha Pvt. Ltd. Alpha makes and distributes products from more than 10 internationbal pharmaceutical and health care companies. Mr. Nataraj is responsible for managing existing clients and also to get new clients. He manages a number of sales representatives. Important customers have a dedicated sales representatives, while other sales representatives try to get new clients. One day an important

customer (Good Health Hospital) called Mr. Nataraj and Complained that Mr. Bhavan (the sales representative) was ineffective and insisted to be removed, or else, they would not give any business. Here are Mr. Nataraj's thought-

→ The track record of Mr. Bhavan was good and and he was liked by the company. Dismissing him or even transferring him to a new region will affect the morable of the workforce.

→ Good health hospital is a major customer and give good business. Loosing the hospital is not or option. Therefore the demands of the hospital have to be met.

It you were Mr. Nataraj, how will you solve this issues. Explain. 14

4. What is a group? Explain the types of group? Discuss in brief the functions of groups. 2+5+7=14

Or

5. (i) Are leadership and managements different from one another? If so how? 7

(ii) How can organisations select and develop effective leaders? 7

6. What are some early theories of motivation? How applicable are they today? Explain. 7+7=14

Or

7. What is power? What are the similarities and differences among the five bases of power? 4+10=14

8. One Monday morning Sanjay Nagpal, a recent recruit from a reputed management institute in Chennai walked into the sales office, at Manipal as a sales trainee. Raghavan the zonal sales manager for a large computer hardware firm was there to greet him. Raghavan's job consisted of overseeing the work of sales officers, field executives and trainee salesman numbering over 50 of three areas namely Manipal, Bangalore, Trivandrum. The sales growth of computers parts and other office equipments in his area was highly satisfactoty, especially in recent years– thanks to the developmental initiatives taken by respective state government in spreading computer education in offices, schools, college, banks and other institutions. Raghavan had collected several sales report, catalogues, and pamphlets describing in detail the types of office equipment sold by the company. After a pleasure chart about their backgrounds Raghavan gave sanjay the collected materials and showed him to his assigned desk. There after Raghavan excused himself and did not return. Sanjay spent the whole day scanning the materials and at 5.00 p.m. he picked up his things and went home.

Case questions :

(i) What do you think about Raghavan approach for training program? 7

(ii) What are the steps and procedures necessary for motivating sales force in this case? Explain. 7

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