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Name.....................................

Reg. No.................................

EIGHTH SEMESTER B.TECH. (ENGINEERING) [2014 SCHEME] DEGREE EXAMINATION, APRIL 2018

Electrical and Electronics Engineering

EE 14 805 C—ORGANISATIONAL BEHAVIOUR

Time : Three Hours

Maximum : 100 Marks

Part A

I. Answer any *eight* questions out of ten :

1 "Human behaviour is more complex than what people believe". Do you agree with this ? What are the factors that add complexity in human behaviour ?

2 Explain the role and skills set required for an organization manager ?

3 Discuss the theories of personality in detail.

4 Explain the two factor theory of motivation ?

5 What is transaction analysis ? Describe its advantages and limitations.

6 What are the different forms of groups that exist in an organization ? Explain each one briefly.

7 How does group dynamics play role in an organization ? Explain.

8 What are the factors influencing organizational communication ?

9 Discuss the essential characteristics required for good manager in the present economic recession.

10 What are the contingencies of power and how does it moderate the effectiveness of power ? Discuss in detail.

(8 × 5 = 40 marks)

Part B

II. Answer *all* questions :

11 Explain the various organizational behaviour models. What are the managerial implications of it ?

Or

12 How does the study of organizational behaviour make you into a better manager ? Explain.

Turn over

13 Explain Maslow's Hierarchy of Need Theory and Herzberg's Two-Factor Theory of Motivation.

Or

14 How does personality relate to organizational behaviour ? Explain the various personality theories.

15 Outline the foundations of group behaviour. Discuss the stages in the group formation process and the prerequisites for its success.

Or

16 What do you understand by managing conflict in the organizations ? What are the probable sources and techniques of combating conflicting situations ? Outline the strategies of managing conflict

17 What do you understand by organizational stress ? What are the sources of stress and how can it can be managed at the individual and the organization level ?

Or

18 Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive.

Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely-to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss.

Microsoft is meeting the challenge of improving worker morale head on to retain its employees. My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees

Questions :

(i) What are the factors causing the brain drain at Microsoft ? Explain.   (7.5 marks)

(ii) Is Microsoft's organizational structure having an impact on its organizational commitment levels ? Explain.   (7.5 marks)

[4 × 15 = 60 marks]