

**BBA-H—103 (Syllabus-2015)**

**2 0 1 5**

**( October )**

*St. Anthony's College  
Central Library  
Shillong-793001.*

**BUSINESS ADMINISTRATION**

**( Honours )**

**( Business Management and Organizational  
Behaviour )**

**Marks : 75**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**PART—A**

**( Marks : 15 )**

**UNIT—1**

1. Briefly explain the factors that influence span of management.

3

*Or*

Differentiate between strategic plans and tactical plans.

( 2 )

UNIT—2

2. Discuss briefly the importance of training to an organization. 3

Or

Define the terms 'feed forward', 'concurrent' and 'feedback control'.

UNIT—3

3. Briefly explain the relationship between age and the organizational issues of productivity, turnover and satisfaction. 3

Or

Discuss the three components of attitude.

UNIT—4

4. What is social loafing? How can an organization minimize the phenomenon of social loafing? 3

Or

While explaining norms and cohesiveness, briefly outline their relationship with productivity.

( 3 )

UNIT—5

5. List and explain the bases of formal power. 3

Or

Identify the five primary conflict handling intentions based on the dimension of cooperativeness and assertiveness.

PART—B

( Marks : 50 )

UNIT—1

6. Describe Fayol's principles of management. 10

Or

Explain the rational decision-making model.

UNIT—2

7. While defining recruitment and selection, bring out the differences between them. 10

Or

Explain the various steps involved in the controlling process.

( 4 )

UNIT—3

8. Briefly explain the following theories of learning through which we acquire patterns of behaviour :  $5 \times 2 = 10$

- (a) Classical conditioning theory  
(b) Social learning theory

Or

Explain the following :  $5 \times 2 = 10$

- (a) McGregor's theory of motivation  
(b) Equity theory of motivation

UNIT—4

9. Discuss the properties that shape the behaviour of members of a group. 10

Or

Discuss the characteristics of effective teams.

UNIT—5

10. Briefly explain the factors that contribute towards political behaviour in organizations. 10

Or

Explain the contingency model for leadership developed by Fred Fiedler.

( 5 )

PART—C

( Marks : 10 )

11. Read the following case and answer the question related to it :

Peter White builds pianos from scratch. He is a consultant to a piano manufacturer. He works about one week a month including some travel to solve problems of customers. He also rebuilds about a dozen grand pianos every year for special customers; but according to White, the most satisfying part of his life is his hobby of building pianos from scratch. "It is the part that keeps a man alive," he says. The challenge of the work is what keeps White to press onward. He derives satisfaction from precision and quality and he comments, "Details make the difference. When you cut a little corner here and a little corner there, you've cut a big hole. A piano is like the human body; all the parts are important."

White has a great challenge in making a whole piano. His work combines skills in cabinetmaking, metalworking, and engineering, with knowledge of acoustics and a keen ear for music. It requires great precision, because a tiny misalignment would ruin a piano's tune. It also requires

versatility : A keyboard must be balanced to respond to the touch of a finger; the pinblock, on the other hand, must withstand up to 20 tons of pressure. In addition, White had to make many of his own piano construction tools.

White has built 40 pianos in his 34-year career. Though construction takes nearly a year, he sells his pianos at the modest price of a commercial piano. He is seeking not money but challenge and satisfaction. He says, "The whole business is a series of closed doors. You learn one thing, and there's another closed door waiting to be opened." White says his big dream is to build a grand piano : "It is the one thing I haven't done yet and want to do."

*Question :*

Discuss the nature of White's motivation in building pianos. What are his drives and needs?

5+5=10

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