

Roll No.

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**M.A. (Fourth Semester)
EXAMINATION, May - June, 2022**

PSYCHOLOGY

PAPER - XVIII

GROUP- A: Optional

Psychology of Management

Organizational Behaviour-II

Time : Three Hours]

[Maximum Marks:80

Note: Attempt all sections as directed.

(Section-A)

(Objective/Multiple Choice Questions)

(1 mark each)

Note: Attempt all question:

Choose the correct answer :

1. Task force is :
- (A) Formal Group
 - (B) Informal Group
 - (C) Special Group
 - (D) Interest Group

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2. ----- group is determined by the organization chart.
- (A) Interest
 - (B) Informal
 - (C) Command
 - (D) Friendship
3. Which is the first stage in the five stage group formation model?
- (A) Norming
 - (B) Storming
 - (C) Forming
 - (D) Performing
4. _____ means communication without words.
- (A) Objective communication
 - (B) Written communication
 - (C) Oral Communication
 - (D) Non-Verbal Communication
5. The _____ in the usage of words may be a serious barrier to effective communication.
- (A) Disturbance
 - (B) Discrimination
 - (C) Disorder
 - (D) Distortion

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6. A group discussion of a real life situation with in a training environment is _____
- (A) Discussion
 - (B) Listening
 - (C) Case Study method
 - (D) All of the above
7. What are the barriers to effective communication?
- (A) Moralising, being judgemental
 - (B) Dialogue, summary, and self review
 - (C) Use of simple words
 - (D) Personal statements
8. Employees may resist change for which reason-
- (A) Self interest
 - (B) Habit and personal inertia
 - (C) Fear
 - (D) All of the above
9. Sensitivity training for a manager is a -
- (A) A Shallow intervention
 - (B) Moderate -depth intervention
 - (C) Deep intervention
 - (D) None of the above

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10. Coaching and mentoring is :
- (A) Shallow intervention
 - (B) Moderate-depth intervention
 - (C) Deep intervention
 - (D) None of the above
11. According to Kurt Lewin, which is not a stage in change process?
- (A) Unfreezing
 - (B) Mediating
 - (C) Changing
 - (D) Refreezing
12. Quality circle is an idea based on-
- (A) American Synthesis
 - (B) Japanese Synthesis
 - (C) German Synthesis
 - (D) None of the above
13. MBO programme consists of-
- (A) Four Stages
 - (B) Five Stages
 - (C) Six Stages
 - (D) Seven Stages

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14. Cultural intervention concentrates on _____
- (A) Traditions
 - (B) Precedents
 - (C) Practices
 - (D) All of the above
15. People in the organizations should be treated as _____
- (A) Important resource
 - (B) Natural resource
 - (C) Working capital
 - (D) All of the above
16. OD can also be called as a process :
- (A) For performance appraisal
 - (B) For change of people
 - (C) For teaching people how to solve problems
 - (D) All of the above
17. A known OD conceptualize, has identified prime responsibility of OD consultant. The initiators name is-
- (A) Taylor
 - (B) Drucker
 - (C) Fayol
 - (D) Argyris

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18. _____ is the father of Modern Marketing
- (A) Abraham Maslow
 - (B) Laster Wunderman
 - (C) Peter Drucker
 - (D) Philip Kotler
19. Marketing is a process which aims at _____
- (A) Production
 - (B) Profit making
 - (C) Satisfaction of customer needs
 - (D) Selling products
20. Marketing people market following entities :
- (A) Goods
 - (B) Services
 - (C) Experiences
 - (D) All of the above

(Section-B)

(Very Short Answer Type Questions)

(2 marks each)

Note : Attempt all questions. Answer in two-three sentences.

1. What are the different times of groups?
2. How teams are formed?

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3. Define communication.
4. What is TA in communication?
5. What do you mean by organization change?
6. What are the goals of organizational development?
7. What are the objectives of OD?
8. Define market research.

(Section-C)

(Short Answer Type Questions)

(3 marks each)

Note : Attempt all questions. Make answer of each question in 75 words.

1. Explain group culture in organizations.
2. How team Dynamics are being managed in organizations. Explain.
3. What are the types of communications?
4. What is upward communication in organizations?
5. Why do employees resist change in organizations?
6. Explain the types of changes occurring in organizations.
7. Discuss some techniques of organizational development.
8. What are the functions of marketing people?

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(Section-D)

(Long Answer Type Questions)

(5 marks each)

Note : Attempt all questions. Make answer of each question in 150 words.

1. Describe the various stages of Team development.

OR

Explain techniques of building group consensus.

2. Explain application of different types of communication.

OR

Describe the various types of informal communication.

3. What are the various steps involved in organizational change process.

OR

Explain the behavioural science approach to organizational development.

4. What do you mean by consumer behaviour? What are the ways to study consumer behaviour

OR

Discuss the sales promotion strategies being used in organizations.