

Seat No.	
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M.B. A- I (Semester - I) (C.B.C.S) Examination, Jan. - 2014 (New)
ORGANISATIONAL BEHAVIOUR (PAPER-VII)
Sub. Code :57110

Day and Date : Wednesday, 01 - 01 - 2014**Total Marks : 80****Time : 10.00 a.m. to 1.00 p.m.**

- Instructions:**
- 1) **Q. No. 1 & 5 are compulsory.**
 - 2) **Attempt any two from Q. Nos. 2, 3 and 4.**
 - 3) **Figures to the right indicate full marks.**

Q1) Case study:**[20]**

TVM Estate private Ltd. a surat- based construction company, had been in the construction business since 2001. Company was led by Rahul Sharma, a simple, honest and sincere man. In construction industry he was labeled as 'the exception'. He never compromised with his values and business ethics. The firm had completed many medium and large sized commercial and residential projects. The group was respected for honesty and commitment. Customers and clients held the company in high esteem. He was against short-cut ways to get things done. On many events he quoted: 'If we are doing the right thing, we need not compromise with values. We must not do anything wrong that we cannot respect ourselves. We must exploit opportunities, not the people or public property'.

However many employees, including top executives, believed that too much good could not always work. Other executives of TVM Estate believed that one must change with the system when system cannot be changed. Over insistence on ethics could restrict the progress. Fortunately, the company had been working successfully, since its inception. Amar pandey, the marketing manager, who had been with the company for the last five years, had faced many practical problems due to company's strict business ethics. One day, he found an opportunity. The local authority was planning to construct an overbridge. Immediately he met key position holders of the local body. He was disappointed as they asked for (secret deal) commission which was against company's norms. With little compromise, contract could be won easily.

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Mr. Amar was confused. He could not decide what to do. He thought: we must do it. To take bribe is a sin but we can't survive without giving the same. We don't like malpractices, but it is the demand of the situation. From top to bottom in politics and bureaucratic system, honest deal seems illegal. Now a days consideration is treated as a part of corporate life: it's an alternative way to get the work done. Our ideology will harm our company's interest. It is not the matter of fairness; it is the matter of our business. Our intention is pure; we will provide better quality work and services. Will the boss permit us to do so? He met another senior officer & discussed the issue. Meeting ended without conclusion and both of them decided to meet the chairman.

Answer the following questions below case study:

- a) What makes TVM Estate a reputed firm in the industry?
 - b) How would you perceive the current business environment?
 - c) Do you think that Rahul Sharma's business philosophy can work in modern business? why?
 - d) How will you look at Amar's approach to business?
 - e) What would be expected reaction of Rahul?
 - f) As an expert, advise the company CEO what he should do in this matter?
- Q2)** a) Define organisational behaviour and explain its nature with a brief evolution of OB. [10]
b) What is personality? Discuss the determinants of personality. [10]
- Q3)** a) What is the concept of motivation? Explain any one theory of motivation you have studied. [10]
b) Define organisational development and explain any two OD techniques practised in the industrial set up. [10]
- Q4)** a) What are the various approaches to the study of OB? Describe any two approaches you have studied. [10]
b) What are the types and sources of values ? Explain. [10]
- Q5)** Write short notes (any four): [20]
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| a) Causes of stress of leadership | b) Path- Goal Theory |
| c) Organisational change | d) Organisational culture |
| e) Components of attitude | f) Biographical characteristics |

