

Time 2.5 hrs.

Marks: 75

- (1) Please check whether you have the right question paper
- (2) All questions are compulsory and carry equal marks
- (3) Figures to the right indicate marks

- Q.1. Explain matrix organizational structure with its strengths and weaknesses. Prepare a suitable matrix organization chart for an advertising agency. [15]
- Q.2. A. Organizational culture is the personality of an organization. How can one create, maintain & change culture of an organization. [15]
- OR
- B. Define organizational behaviour. Highlight the difference between Autocratic [8]
and Supportive models of organizational behaviour. [7]
- C. Write a note on Maslow's Need Hierarchy theory.
- Q.3. A. Define the term 'stress'. What are the common sources & strategies to overcome organizational stress? [15]
- OR
- B. Explain Team work. How can one create effective teams? [8]
C. Discuss J.Stacy's Equity Theory of motivation. [7]
- Q.4. A. Describe the various techniques of group decision making. [15]
- OR
- B. What are the qualities and functions of an effective leader? [8]
C. Explain the managerial grid of leadership proposed by Blake & Mouton. [7]
- Q.5. Write a short note on any three of the following:- [15]
- 1 .Objectives of organizational behaviour.
 2. Group norms & group cohesiveness.
 - 3 .Virtual organization.
 - 4 .3 stage socialization process.
 5. Women & leadership.
