

**SECTION—C**

5. Infi Net systems established in year 1990 was a manufactures of softwares. The organisation developed over a period of time with its unique culture. The employees and the management were so far successful in maintaining the work climate and culture. But the recession in year 2007 hits Infi Net. The management took various strategic decisions which affected the work culture.

The new recruitees were also instrumental in the change that affected Infi Net's culture. Mr. Raju, the newly appointed works manager observed this change. He analysed the culture and work climate over a period of time. Then he started motivating employees for regaining of the organisational culture. But in advent of changing environment he finds it difficult. Now the firm is performing satisfactorily. But the organisation lost its unique culture.

**Questions :**

- (a) Identify the various forces that changed the organisational culture of Infi Net. 7
- (b) If you are in position of work manager, how would you have tackled the situation ? 7

**M.B.A. Semester—IV Examination****HUMAN BEHAVIOUR AT WORK PLACE****Paper—MBA/4301/OB**

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt ALL questions.

(2) Figures to the right indicate marks.

**SECTION—A**

1. (a) Why Human Behaviour at work place is important to study ? Brief out the factors of its causation. 14

**OR**

- (b) Human Behaviour at work place is application of various disciplines ? Explain the contribution of these disciplines. 14

**SECTION—B**

2. (a) Explain the concept of Personality and brief its application in OB. 7
- (b) Satyam Infotech Systems with employee base of 400 employees is a Software manufacturing company. The coding team was giving the softwares to Q/A team for checking and debugging of softwares. But often the personality issues were

so serious that the schedule of delivery used to be postponed. The personality issue between coding and testing departments was a issue of concern to the administration of Satyam Infotech. You as OB specialist have to tackle the issue. How would you proceed ? 7

**OR**

- (c) What is perception ? Enlist the different factors affecting perception. 7
- (d) Abhay Corpn, an age old organisation was known for its employees attitude and values. But as the days passed on, new employees with different culture joined Abhay Corporation. The administration is trying to maintain its employees attitude and values. The task is assigned to you. How will you try maintaining their attitudes and values ? 7
3. (a) What is job satisfaction ? How will you be assured of it ? 7
- (b) Pritam Pvt. Limited used to have annual survey of job satisfaction of their employees. The satisfaction graph was stable upto year 2005. Then it started showing downward trend. This was the major concern to the management of Pritam Pvt. Ltd. The company appointed you as OB specialist to remedise the situation. How will you proceed in this issue ? 7

**OR**

- (c) What do you mean by Motivation ? Discuss any one theory of motivation. 7
- (d) Amit was a team leader in Cognizant Systems. He used to motivate and lead a team of 50 employees. But after a failure of couple of software installation, the team lost its morale. Now Amit needs your help in building morale of his team and to motivate his team members. How will you help ? 7
4. (a) Explain the principles and concept of Reinforcement. 7
- (b) The people in Western Maharashtra show learning behaviour which other parts of Maharashtra like Vidarbha lacks. This is the major reason of development of Western part of Maharashtra. If you have been given a task to monitor situation of learning attitude in Vidarbha, what will you suggest for the development of Vidarbha region ? 7

**OR**

- (c) Discuss various sources of conflict with its remedies. 7
- (d) Amul Corporation was known for its quality of products. But the conflicts between production team and marketing team on quality issue were very frequent. The quality now has become suspense for Amul Corporation. You are required to give solution for the frequent conflicts between Production and Marketing departments. How will you proceed ? 7