

A-1384

Total Pages : 3

Roll No.

BBA-301

Bachelor of Business Administration (BBA)

Organizational Behaviour

Examination February, 2026

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

Long Answer Type Questions (2×19=38)

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. Explain the various theories of learning with suitable examples.
2. Discuss in detail the factors influencing perception with suitable example. Explain perception process and various perceptual errors in detail.
3. A sales manager sets targets and links performance directly to the rewards. As a result, some employee performed well, while other feels demotivated. Identify the motivation factors involved. Suggest steps to motivate all employees effectively.
4. Discuss the steps of group formation. Differentiate between different types of groups and their importance in an organization.
5. A company introduces a reward system to encourage employees to follow safety procedures. Identify the theory applied in this case. Explain how reinforcement influences employee's behavior and suggest additional learning techniques to improve safety compliance.

Section–B

Short Answer Type Questions (4×8=32)

Note :- Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Describe cognitive dissonance theory and its relevance with organizational behavior.
2. Compare Maslow's and Herzberg theory of motivation.
3. What is meant by organizational learning and its importance in an organization ?
4. Analyze the role of motivation in employee job satisfaction and employee retention.
5. How group cohesiveness influences the performance of an organization ? Explain.
6. Discuss Expectancy Theory of motivation with suitable examples.
7. How an organization can attain job satisfaction of employees ?
8. Write about different approaches to organizational behavior.
