

VCD. 16/02/17 **NEW** SYBMS ~~(III)~~ OB SEM III ATKT EXAM 75 MARKS 2 ½ HRS.

NOTE: All questions are compulsory.

All questions carry equal marks.

Q1) ANSWER ANY TWO (7.5 Marks each) (15Marks)

- Describe at length the Hawthorne studies and its impact in the evolution of OB?
- Explain in how OB helps the manager to create an ethical organization culture?
- Explain in brief the different types of OB models?

Q2) ANSWER ANY TWO (7.5 Marks each) (15Marks)

- Define communication? What are the different barriers to communication?
- Explain in brief the different types of separations?
- Explain various conflict management techniques?

Q3) ANSWER ANY TWO (7.5 Marks each) (15Marks)

- Explain the functions of HRM?
- Explain in importance HR strategy in HRM?
- Explain the objective of HRP?

Q4) ANSWER ANY TWO (7.5 Marks each) (15Marks)

- Explain in detail the various problems encountered in performance appraisal?
- Explain in detail the career lifecycle?
- Write a detail note on Group incentive plan?

Q5) Case study (15Marks)

Mr. Anthony is the Chief Executive of a medium sized chemical company in Hyderabad. He holds a PhD in chemistry. However he has not been involved in research and development of new products of new products for two decades. Though turnover is not a problem for the company, Mr. Anthony and his senior colleagues noticed that the workers on hourly basis are not working up to their full potential. It is a well-known fact that they filled their days with unnecessary and unproductive activities. Mr Anthony knew that workers can be motivated for giving maximum performance through various incentive plans.

One day Mr. Anthony contacted personnel Manager and enquired. 'Why our workers are not motivated? We pay them highest in the industry'. The personnel Manager replied "I have already informed you a number of times, that money, working condition and benefits are not enough. Hard work and efficiency go unnoticed and unrewarded in our organization. Our promotion and benefit plans are tied to length of service. Even the lazy workers, accordingly

enjoy all the benefits in the organization which in fact according to the workers should go on who work hard"

Mr. Anthony then wanted the personnel manager to look into the problem more closely and find out a solution to the problems of workers on hourly basis.

Question (Each question 5 Marks)

- a) List the important fact in the case?
- b) Explain the motivational problem in the case?
- c) If you were the Manager, how would you motivate the employee so that they work better?

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