

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020 -22)

MID TERM EXAMINATIONS (TERM - I)

Academic Session- 2020-21

Subject Name Organizational Behaviour-I
Sub. Code:PG 01

Time: 01.30 hrs
Max Marks: 20

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

SECTION - A

04+04 = 08 Marks

Case Study: Changing With Times:

Jerry is director of marketing for a large toy company. Presently, his team of executives consists entirely of white males. The company says it is committed to diversity

and equal opportunity. In a private conversation with Robert, the company president, about the makeup of top-level management in the marketing department, Jerry admitted that he tends to promote people who are like him.

Jerry stated “It just seems like when a promotion opportunity exists in our department, the perfect person for the job happens to be a white male. Am I supposed to actively seek women and minorities, even if I don’t feel that they are the best person for the job? After all, we aren’t violating the law, are we?”

Robert responded, “So far the performance in your department has been good, and as far as I know, we are not violating any discrimination laws. Your management team seems to work well together, and we don’t want to do anything to upset that, especially considering the big marketing plans we have for this coming fiscal year.”

The big marketing plans Robert is referring to have to do with capturing a sizable share of the overseas market. The company thinks that a large niche exists in various countries around the world—and who better to fill that niche than an organization that has proved it can make top-quality toys at a competitive price? Now the marketing team has the task of determining which countries to target, which existing toys will sell, and which new toys need to be developed.

- Q. 1 (A). Do Jerry and Robert understand what “management of diversity” means? How would you advise them?
- Q. 1 (B). Considering the marketing plans, how could they benefit from a more diverse management team? Be specific.



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SECTION - B

02×03 = 06 Marks

Q2. The study and application of OB has been described as multidisciplinary in nature. Why it is multidisciplinary? Explain

Q3 One of the management's goals is to achieve an efficient and effective organization. What management skills are needed to help an organization become more effective?

Q4. Describe how globalization and total quality are affecting organizational behavior. Why is managing organizational behavior in changing times challenging?

SECTION - C

03×02 = 06 Marks

Q5. To what extent is there anything positive to be said for bureaucratic structures? Select a large-scale organization of your choice and suggest ways in which it displays characteristics of a bureaucracy

Q. 6. What are the main conclusions that can be drawn from the Hawthorne experiments? Discuss critically the relevance of these experiments for management and organizational behavior today.