

Q.P. Code : 29270

[Time: Two Hours]

[Marks: 60]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
 2. Figures to the right indicate full marks.

- Q. 1**
- a) What does organisational behaviour mean? Explain its importance? (08)
 - b) Explain briefly the Hawthorne Experiments. (07)
- OR**
- c) Explain the evolution of organisational behavior. (08)
 - d) State and explain the various types of organisations for the future. (07)
- Q. 2**
- a) Explain the Personal and Psychological factors affecting individual behaviour. (08)
 - b) Define Personality. Explain its determinants. (07)
- OR**
- c) What is perception? What are the factors influencing perception? (08)
 - d) Write a note on attitudinal change.
- Q. 3**
- a) Explain the concept of groups. Discuss the various types of groups? (08)
 - b) What are the types of organisational politics used in organisations? (07)
- OR**
- c) Bring out the advantages and limitations of group decision making. (08)
 - d) Outline the strategies used by organisations to resolve conflicts. (07)
- Q. 4**
- A) Rewrite the following by choosing the correct alternative. (05)
- 1) The _____ model focuses on the concept of teamwork.
(Custodial, Collegial, System)
 - 2) _____ refer to the feeling of like or dislike towards one self.
(Machiavellianism, Locus of control, Self-Esteem)
 - 3) In the _____ stage of group development, the members compete with each other, to gain greater status, control and influence in the group.
(Norming, Adjourning, Storming)
 - 4) _____ is a process of communicating back and forth for the purpose of reaching a joint decision.
(Negotiation, Organisational conflict, Group decision-making)
 - 5) Job performance tends to be _____ when there is no or low stress.
(high, low, medium)
- B) State whether the following statements are true or false. (05)
- 1) In network design, the employees respond quickly to changing customer needs.
 - 2) Action is the last step in perception process.
 - 3) Legitimate power is also known as position power.
 - 4) A family is an example of large groups.
 - 5) Workforce mobility is increasing.

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c) Match the column.

Group 'A'

- 1) Anthropology
- 2) Employee Engagement
- 3) Type B Personality
- 4) Forming
- 5) Burnout

Group 'B'

- a) Easy going and sociable
- b) Emotional and mental exhaustion
- c) Attitudes
- d) Emotional Commitment
- e) Coming together
- f) Hard Working

(05)

OR

Q. 4 Write short notes on any three.

- a) Individual strategies to cope with stress
- b) Dimensions of Organisational culture
- c) Stress and Performance
- d) Managing workforce Diversity
- e) Ethical behavior at work place

(15)

(Time 2 Hours)

(Marks 60)

N.B.1. All the questions are compulsory

2. Figures to the right indicate full marks

- Q.1. a) What are Marketing Strategies? Explain the types of marketing strategies. 15
b) Describe the future of marketing in Indian Businesses.

OR

- c) What are Green Marketing Strategies? Explain its role in business
d) Explain in detail Holistic New Marketing Strategy.

- Q.2 a) Give the relevance of 4P's in marketing. 15
b) State the importance of Profit, People and Planet as alternate marketing mix prepositions.

OR

- c) What is a Marketing Plan? Explain its importance
d) Explain Offensive and Defensive Marketing Strategies in detail

- Q.3. a) Explain the PESTLE Analysis theory of marketing. 15
b) "Marketing is a value creating and value delivering Process". Explain the Statement.

OR

- c) Explain the importance of Customer Relationship Management in adding value to customers.
d) Which Psychological factors play important role in buyer's decisions?

- Q.4. A) Fill in the blanks with appropriate options. 5

- 1) Marketing strategies are formulated to understand the marketing _____.
a) Customer b) Social c) Environment d) None of these
- 2) VRIO analysis is based to understand one of the factors of _____.
a) Loyalty b) Customer Perception c) Culture d) Value
- 3) -----factors that are part of Buyer's Behaviour.
a) Personal b) Cultural c) Psychological) All of these
- 4) New brand is valued as customer's _____.
a) Perception b) Loyalty c) Value d) All of these
- 5) Philip Kotler's concept of Social marketing is connected to consumer _____.
a) Protection b) Satisfaction c) Welfare d) All of these

B) State whether the following statements are true or false:

5

1. Businesses analyze marketing opportunities to gain profit
2. SWOT analysis helps marketers to bring changes in new brands
3. Mergers is a strategy used in Porter's Model to reduce buyer's bargaining power
4. 21st century marketing strategies are inflating the prices of products
5. Digital marketing has bridged the gap between the seller and the buyer

C) Match the Pairs

5

Group A

1. Marketing
2. Marketing Planning
3. Marketing Mix
4. CRM
5. E-Marketing

Group B

- a) Web marketing
- b) Customer loyalty
- c) Profit, People, Planet
- d) Market Opportunity
- e) Exchange Process

OR

4. Write short notes on (any three)

15

- a. Global Marketing Strategies
- b. Digital Marketing
- c. Hospitality Marketing Management
- d. Social Marketing
- e. Trends in Marketing Practices in Indian Businesses

Q. P. Code : 29156

(Time 2 Hours)

(Marks 60)

N.B.1. All the questions are compulsory

2. Figures to the right indicate full marks

- Q.1. a) What is HRM? Explain the objectives of HRM. 15
b) Elaborate on the changing role of Human Resource Manager

OR

- c) Explain the factors affecting Human Resource Planning.
d) Write a note on Online process of Selection.

- Q.2. a) Elaborate on the guidelines for designing effective Training programme. 15
b) Describe the Ethical aspects in Performance Appraisal.

OR

- c) What is Career Advancement? Explain how the organization manages Promotions and Transfers.
d) What is Succession Planning? Explain the role of Culture as a factor in Succession Planning

- Q.3. a) Explain the prominent features and recent changes in the Industrial Disputes Act in India 15
b) Describe the new features of Prevention of Sexual Harassment Act 2013 in India.

OR

- c) Explain the recent changes in the Employees Act like Payment of Gratuity Act and Provident funds Act in India.
d) What are the new features of Indian Workmen Compensation Act?

- Q.4. A) Fill in the blanks with appropriate options: 5

- 1) _____ is a software for data tracking and information needs of human resources and payroll management within a business organization.
a) HRM b) HRP c) HRD d) HRIS
- 2) _____ consist of planned programmes undertaken to improve employees knowledge and skills
a) Recruitment b) Selection c) Training d) Promotion
- 3) _____ is a sequence of positions occupied by a person during the course of his life time
a) Performance Appraisal b) Career Advancement c) Job Rotation d) None of these
- 4) A registered Trade Union can be dissolved when the dissolution notice is signed by _____ number of members of the Trade Union
a) 4 b) 5 c) 6 d) 7
- 5) Williams Strauss and Neil Howe coined the term _____
a) Talent Management b) Millennial c) VUCA d) All of these

B) State whether the following statements are true or false:

5

1. Traditional HRM is a proactive approach of managing the human resources
2. Selection follows recruitment.
3. Performance Appraisal can be biased
4. The first Factories Act was passed in 1856
5. Talent Management does not emphasize on growth from within.

C) Match the Pairs

5

Group A

Group B

- | | |
|-------------------------------------|-----------------------------|
| 1. Strategic HRM | a) Welfare of Employees |
| 2. Management Development Programme | b) Flexible Work Options |
| 3. Minimum wages Act | c) Vestibule Training |
| 4. EPF | d) Promotion by Merit |
| 5. Work Life Balance | e) Universal Account Number |

OR

4. Write short notes on (any three)

15

- a. Impact of Stress on Job Performance.
- b. Role of Organization in ensuring Mental & Physical health of employees
- c. Employee Engagement.
- d. Importance of Talent Management
- e. VUCA Environment
