

CBCS SCHEME

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MBA101

First Semester MBA Degree Examination, Dec.2024/Jan.2025

Management and Organizational Behaviour

Time: 3 hrs.

Max. Marks: 100

- Notes: 1. Answer any FOUR full questions from Q.No. 1 to Q.No. 7
2. Question No. 8 is compulsory.
3. M: Marks, L: Bloom's level, C: Course outcomes.*

			M	L	C
Q.1	a.	List the Henry Mintzberg 10 Managerial Roles.	3	L1	CO2
	b.	Differentiate between management and administration	7	L3	CO2
	c.	Describe the different steps in the Controlling Process with Suitable Example.	10	L3	CO2
Q.2	a.	Identify the dimensions of Transformational Leadership.	3	L2	CO3
	b.	Explain the different types of Organization Structure	7	L3	CO2
	c.	Briefly Explain the 14 Principles of Management in the modern-day context.	10	L3	CO2
Q.3	a.	Summarises the Contemporary Issues in Management	3	L4	CO4
	b.	Brief the perceptual process with neat diagram and explain with example	7	L2	CO3
	c.	Describe the organisational learning process. Why is it critical in today's dynamic environment?	10	L4	CO4
Q.4	a.	Identify the work-related behaviours	3	L2	CO3
	b.	Briefly explain the Big 5 model of Personality in OB	7	L2	CO3
	c.	Describe the Circumplex Model of Emotion and its relevance to workplace dynamics.	10	L2	CO3
Q.5	a.	Briefly write the types of Values that share the workplace behaviour	3	L2	CO3
	b.	Explain the MARS model of individual behaviour and its significance in improving employee performance.	7	L4	CO4
	c.	Explain Maslow's need hierarchy theory of Motivation with relevant examples from organisation setting.	10	L2	CO3
Q.6	a.	Which are different sources of power for individuals in an organisation	3	L2	CO3
	b.	Explain the Tuckman and Jensen Model of Team Development	7	L2	CO3
	c.	Describe different approaches to Organizational Culture.	10	L4	CO4
Q.7	a.	List the key elements of Organizational Culture with suitable examples.	3	L4	CO3
	b.	Draw the Kurt-Lewin's Change Management Model and Explain the reasons for Resistance to Change in organization.	7	L4	CO3

	c. Explain the Conflict Process Model with stages and provide examples of conflict resolution in organizations.	10	L2	CO4
Compulsory :				
Q.8	<p>CASE STUDY :</p> <p>Aura Beauty, once a darling of the natural and organic cosmetics world, was facing a harsh reality. Their sales, after a decade of impressive growth, had dropped, and whispers of bankruptcy swirled within the company. Analysts scratched their heads, wondering "What triggered the fall of this promising Brand?"</p> <p>Digging deeper revealed a series of strategic missteps. Aura Beauty fit tightly to their niche market of natural and organic products. Instead of focusing on trendy, personalized, and tech-driven beauty solutions, Aura Beauty stayed glued to their small market of natural and organic products. Their once-popular organic cleanser remained their only star player, leaving them at risk when consumer preferences shifted. The internet? Online was a ghost town for Aura Beauty.</p> <p>They stuck to traditional marketing channels, missing out on the vast audience and engagement potential of social media and e-commerce. Innovation? Not quite. Aura Beauty prioritized their "natural" and "toxin-free" image, neglecting R&D for new ingredients, formulations, and technologies. Internally, Internal communication at Aura Beauty was sorted, leading to a lack of alertness and responsiveness to market trends and competitor activity.</p> <p>So, what could have saved Aura Beauty? Imagine instead of clinging to the past, they pivoted to the future. R&D would have focused on creating hybrid products connecting natural ingredients with cutting-edge technologies. A robust digital presence, with e-commerce, social media buzz, and influencer collaborations, would have attracted a new generation of customers. Embrace innovation? Absolutely! Aura Beauty could have explored new ingredients and technologies while staying true to their natural promise. Finally, a collaborative and data-driven culture would have fostered quickness and ensured informed decision-making.</p> <p>By listening to the shifting market, embracing innovation, and connecting with their audience digitally, they could have rewritten their story. But their case stands as a stark reminder: even the most promising brands can weaken if they ignore the winds of change.</p> <p>a. What strategic errors could have contributed to Aura Beauty's decline?</p> <p>b. Which alternative scenario do you think would have been most effective for Aura Beauty? Why?</p>	10	L4	CO4
		10	L4	CO4
