

OBE: OPEN BOOK EXAMINATION_A

[This question paper contains XX printed pages.]

Your Roll No:

Sr. No. of Question paper : XXXX
Unique Paper Code : **61011103**
Name of the Paper : Fundamentals of Management and
Organizational Behaviour (CBCS) Old Course
Name of the Course : **Bachelor of Management Studies (BMS)**
(CBCS) old course
Semester : **I**
Duration : **3 Hours**
Maximum Marks : **75**

Instructions for candidates:

1. This paper contains 6 questions. Attempt **ANY FOUR** questions.
2. All questions carry equal marks.

Q.1. You are a business consultant who has been approached by a client to suggest the form of business organization to set up a housing project. Discuss the various considerations you will highlight while suggesting a suitable form of an organization. Discuss the advantages and disadvantages of the suitable form in detail.

Q.2 You have been assigned the responsibility of coordinating Covid 19 prevention measures in your locality. How will you go about planning the whole operation? Bring out the varied planning, organizing, staffing and control functions you will decide on.

Q.3 Explain the concept of “Departmentalization”? You have been appointed as the Head-Operations of NILE which is one of the biggest E-commerce company in India with a huge distribution network across India with head office in Hyderabad. Due to increasing competition from new entrants in market you have been asked to design an organizational

structure which would suit the organization to increase its market share and aid continuous decision making. What kind of departmentalization you would suggest for the organization? Discuss merits and demerits of the form suggested.

Q.4 Sheena is an employee with Uniq Enterprises. She is never on time for work and comes late to meetings. She has been warned about this but still fails to pay attention. The managers are not able to take any action against her as she is otherwise very diligent and good at her work and is one of the top performers in the organization. But as her boss you still feel she should respect time and reach punctually for office as well as for meetings. Using reinforcement theory which element will you use to get the desired behaviour from Sheena. What are the different schedules of reinforcement that are used to influence behaviour in organizations?

Q.5 Karan is working as Chief Operating Officer for Syska Ltd. Harsh is a Vice President-Marketing in the same organization. Karan tends to just focus on work and punishes employees if they make a mistake. He likes to make people wait because he feels without him no decision can be taken and the employees under him are afraid to take any decision without him whatsoever the urgency. Harsh on the other hand is very friendly and responsible and makes sure all employees are comfortable around him. The employees also respect him and are willing to cooperate with him on any task. From your learning of how power is used in organizations discuss the sources of power used by Karan and Harsh. From your understanding of leadership discuss the different styles of leadership they both are using.

Q.6 ROY Entertainment Products is dealing with children's educational toys. With a growing trend towards ecommerce the CEO Zubin Roy feels that it is time for them to move towards online selling and wants to change his business model. He plans to talk to his employees regarding this. Do you think they will resist this change? What can he do to overcome resistance to change if any? What qualities as a leader he can use to convince his employees to accept the change?