

**MAY 2022 - ENDSEM EXAM**  
**T.Y. B. TECH. (COMPUTER ENGINEERING) (SEMESTER - II)**  
**COURSE NAME: ORGANIZATIONAL BEHAVIOUR**  
**COURSE CODE: ES32184CS**  
**(PATTERN 2018)**  
**MARKING SCHEME**

Time: [1 Hr]

[Max. Marks: 30]

**Instructions to candidates:**

- 1) Answer Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6.
- 2) Figures to the right indicate full marks.
- 3) Use of scientific calculator is allowed
- 4) Use suitable data where ever required

Ques tion No.	Question	Marks
Q.1	<p>a) Explain what is 360-degree Evaluation?</p> <ul style="list-style-type: none"> <li>• Model Diagram</li> <li>• Explanation</li> </ul> <p>b) Summarized Performance Evaluation Techniques</p> <ul style="list-style-type: none"> <li>• critical incidents</li> <li>• behaviorally anchored rating scales(BARS)</li> <li>• graphic rating scales</li> <li>• forced comparison</li> <li>• individual ranking</li> <li>• group order ranking</li> </ul> <p style="text-align: center;"><b>OR</b></p> <p>b) Measure the Types of Training and write Benefits of Organizational Training.</p> <ul style="list-style-type: none"> <li>• Organizational Training Importance</li> <li>• Types of Training</li> </ul>	<p>[4]</p> <p>[2 Marks]</p> <p>[2 Marks]</p> <p>[6]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[6]</p> <p>[3 Marks]</p> <p>[3 Marks]</p>
Q2	<p>a) Explain Automatic processing and Controlled processing with examples.</p> <ul style="list-style-type: none"> <li>• Automatic processing</li> <li>• Controlled processing</li> </ul> <p>b) Differentiate following term regarding of communication.</p> <ol style="list-style-type: none"> <li>i. Channels of Communication</li> <li>ii. Direction of Communication</li> <li>iii. Communication networks</li> </ol> <p style="text-align: center;"><b>OR</b></p> <p>b) Discuss how bloggers might make their messages more persuasive to their audiences. Provide examples of an effective and ineffective blog.</p> <ul style="list-style-type: none"> <li>• Structured Communication</li> <li>• Storytelling</li> <li>• Copywriting</li> <li>• Neuromarketing</li> <li>• Social Proof</li> <li>• Structured testimonials</li> </ul>	<p>[4]</p> <p>[2 Marks]</p> <p>[2 Marks]</p> <p>[6]</p> <p>[2 Marks]</p> <p>[2 Marks]</p> <p>[2 Marks]</p> <p>[6]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p> <p>[1 mark]</p>



Q.3	<p>a) Decentralized organizations being the trend nowadays, describe the function of culture in such organizations.</p> <ul style="list-style-type: none"> <li>• <i>Defines boundaries</i></li> <li>• <i>Conveys a sense of identity</i></li> <li>• <i>Generates commitment beyond oneself</i></li> <li>• <i>Enhances social stability Sense-making and control mechanism</i></li> </ul> <p>b) A manufacturing organization benefit from standardized work processes and procedures because they help employees perform their jobs efficiently. Briefly discuss the suitable organization structure for such organizations.</p> <ul style="list-style-type: none"> <li>• <i>Benefits of Functional/Bureaucracy/hierarchy</i></li> <li>• <i>Major weakness of Functional/Bureaucracy/hierarchy</i></li> </ul>	<p>[4] [1 mark] [1 mark] [1 mark] [1 mark]</p>
	<p style="text-align: center;"><b>OR</b></p> <p>b) A large company decided to consolidate its three divisional marketing offices in different cities into a single regional office. The decision was made in its central office, and the people affected had no say whatsoever in the choice. The reorganization meant relocating employees of 2 regional offices, eliminating some duplicate managerial positions, and instituting a new hierarchy of command. Describe an approach/model to manage this organizational change.</p> <ul style="list-style-type: none"> <li>• <i>Lewin's Three-Step Change Model</i></li> <li>• <i>Explanation</i></li> </ul>	<p>[6] [4 marks ] [2 marks]</p> <p>[6]</p> <p>[2 marks] [4 marks]</p>