

Subject : Communication and Organizational Behaviour

Day : Wednesday
Date : 14/12/2016



Time : 10.00 A.M. TO 1.00 P.M.
Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt any **FIVE** questions from Section –I and any **TWO** questions from Section–II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Discuss benefits of communication and state its importance. (10)
- Q.2** What is KINESICS? Define and discuss the importance of KINESICS. (10)
- Q.3** What is Organizational Behaviour? Discuss any two models of organizational behaviour. (10)
- Q.4** What is perception? Give in detail the process of perception. (10)
- Q.5** Write short notes on: (Any **TWO**) (10)
- a) Non verbal communication
 - b) Public speaking
 - c) Motives
 - d) Personality factors
- Q.6** What is report writing? Prepare a midterm sales report to your organization. (10)
- Q.7** What is personality? Discuss its importance in an organization. (10)

SECTION-II

- Q.8** You have applied for the post of marketing executive. How do you write a covering letter and your bio- data to MD of any consumer goods company? (15)
- Q.9** Due to heavy work load and pressure from top management to increase the productivity, most of the office supervisors and managers are stressed. Suggest strategies to ensure smooth functioning of the company. (15)
- Q.10** Design an organizational structure and describe the roles and functions of top and middle management. (15)

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