

Trim: June – Nov 24		
Maximum Marks: 50 marks Examination: ETE Exam Date: 02.12.24 Duration: 3 hrs		
Programme code: 09 Programme: MCA Batch 2023-25	Class: SY	Semester/Trimester: III
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: DST	
Course Code: 217P09E305	Name of the Course: Human Behavior (Elective)	
<p>Instructions: Question no 1 and 2 are compulsory and carry 15 marks each.</p> <p>Attempt any 2 Questions out of Question no. 3 to Question no. 6</p>		

Question No.		Max. Marks
1.	<p>BCL Technologies, a frontrunner in IT services to the banking sector, has been able to acquire 2 major private banks as their customers for servicing the IT needs. BCL is now faced with the challenge of ramping up the productivity of their employees. A survey conducted by them on level of job satisfaction of employees has revealed that it is merely at 50% level. The top management is concerned with the challenge of improving the level of job satisfaction so that their business vision of efficiently servicing the 2 new private banks is achieved.</p> <p>Answer all 3 questions – (5 marks each)</p> <p>a) What is the effect of Job Satisfaction on Employee Performance, in terms of Productivity, Organisational Commitment and Customer Satisfaction?</p> <p>b) How can they motivate their employees by using the Job Characteristics Model specifically working on the five core dimensions of jobs?</p> <p>c) How can they motivate employees through strategic rewards?</p>	15
2.	<p>Write Short Notes on any 3 out of 5 - (5 marks each)</p> <p>a) <i>Forms of Workplace Discrimination</i></p> <p>b) <i>Individual and organizational approaches to managing stress</i></p> <p>c) <i>Importance of Interpersonal skills at work</i></p> <p>d) <i>Maslow's theory of motivation</i></p> <p>e) <i>Five stages of group Development</i></p>	15
3.	<p>Elon Musk's personality traits include high openness to experience, a willingness to take risks, and a preference for innovation. He is also highly introverted and has a strong psychological interest in things over people. His visionary thinking, fearless risk-taking, and relentless pursuit of excellence have redefined industries and inspired millions worldwide.</p> <p>a) Describe personality, the way it is measured, and the factors that shape it.</p> <p>b) Describe transformational leadership? How do transformational leaders influence their followers?</p>	10

4.	<p>Perfect communication, if it existed, would occur when a thought or idea was transmitted so the receiver perceived exactly, the same mental picture as the sender. Though it sounds elementary, perfect communication is never achieved in practice.</p> <p>a) Describe the Functions and Process of Communication</p> <p>b) Identify Common Barriers to Effective Communication</p>	10
5.	<p>IBM benefits from the diversity of its employees who engage in functional conflict that improves the company's performance. It is therefore imperative to understand conflict and its impact.</p> <p>a) What are the <i>Types of Conflict and Three Loci of Conflict</i> ?</p> <p>b) Teams need to handle conflicts effectively. Identify the characteristics of effective teams.</p>	10
6.	<p>A Steel manufacturing company is recruiting engineers for their new and upcoming line of business. They also want to ensure that the new recruits are at all times updated with new technologies.</p> <p>a) Make a model selection process for recruiting the engineers.</p> <p>b) On their joining the organisation make a plan giving the different types of Training they need to give to the recruits.</p>	10