



UNIVERSITY OF NORTH BENGAL

BBA 2nd Semester Examination, 2020

ORGANIZATIONAL BEHAVIOUR

COURSE-202

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two assignments

50×2 = 100

Each assignment carries 50 marks

Assignment 1

Write an essay on Maslow's Need Hierarchy Theory and Herzberg's Two-Factor Theory bringing out the differences between the two theories of motivation. Give examples to bring out the characteristic features of the theories and discuss whether these theories can be applied to real life situations in business organizations. In this context bring out the deficiencies of these theories as pointed out by behavioral scientists.

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Assignment 2

- (a) "Formal Groups in business organizations are organizationally determined." Do you agree with the statement? Defend your argument giving examples from any two business organization and bring out how the decision-making process of a group goes through various stages.
- (b) Explain the differences between Propinquity Theory, Balance Theory and Exchange Theory of group formation with suitable examples.

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Assignment 3

- (a) Are Unethical decisions more a function of an individual decision maker or the decision maker's work environment? Explain with suitable examples from business organizations.
- (b) "Rational decision making is a multi-step process for making choices between alternatives. The process of rational decision making favors logic, objectivity and analysis over subjectivity and insight." What are your views? Give relevant examples to defend your views. How is rational model of decision making different from bounded rationality and intuition?

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