



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 3rd Semester Examination, 2023

**SEC1-BBA(TAH)**

**BUSINESS ORGANIZATION AND ORGANIZATION BEHAVIOUR**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four from the following questions**

3×4 = 12

1. Define Personality. What do you understand by self-esteem? 1½ + 1½
2. What do you mean by Planning? Write the full form of MBO. 2+1
3. Write a note on self-theory approach. 3
4. What do you mean by Job Enlargement? Write an example. 3
5. Write two benefits of MBO and write two advantages of Forecasting. 3
6. What are the different skills required at different levels of Management? 3

**GROUP-B**

**Answer any four from the following questions**

6×4 = 24

7. What are the different types of Planning? Explain. 6
8. What are the determinants of personality? 6
9. Explain the importance of Management. 6
10. Discuss Hygiene factors of Herzberg's Motivation Theory.
11. What are the components of Attitude? 6
12. Differentiate between Values and Attitude. 6

**GROUP-C**

**Answer any two from the following questions**

12×2 = 24

13. Discuss in detail different types of levels of Management with each function. 12
14. Explain the Maslow's need hierarchy theory. 12
15. Discuss the process of planning in detail. 12
16. Differentiate between Terminal values and Instrumental values. What are different types of Motivation? 6+6

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