

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (G/S/M) 2017-19 BATCH TRIMESTER- I
END-TERM EXAMINATION, SEPTEMBER, 2017 (SET-1)

Course Name	Organisational Behaviour - I	Course Code	HR101
Max. Time	2 Hours	Max. Marks	40 MM

Instructions:

- Write your answers legibly and precisely.
- Don't write anything on question paper except your roll number.

Q1. Employee motivation is one of the biggest concerns of organisations today. Do you agree? If, yes, please state any five reasons why motivating employees is so important in an organisational setting. In what ways, do you think understanding of motivation theories help managers? **(10 Marks)**

Q2. A thorough understanding of Transactional Analysis helps managers to achieve business targets as well as maintain a healthy relationship with their teams/superiors. How? **(10 marks)**

Q3. Analyse how individual personality impacts managerial decision making, using relevant concept(s) of organizational behaviour. **(10 Marks)**

Q4. Short Case **(10 marks)**

The design team at Microcosm Textile Industries was going through a difficult phase. The Team Leader Sonali Bapat was responsible for managing a team of 10 designers who would be responsible for supervising the colouring (dyeing) of yarn and manufacturing a variety of cloth/sheets. This cloth would be further used by the in-house fashion designers to prepare different dresses as per vendor demands. These vendors are primarily non-branded retail showrooms/stores across Delhi NCR.

The design team at the production unit under Sonali were demanding a salary raise of 15% and additional bonuses. They had clearly stated that unless they are heard, they will not contribute to supervise the dyeing of yarn or cloth. With no hopes of the company getting a good profit this year, the top management team has already put down its feet and refused for any requests or demands for additional expenses or rise in wages/salaries. For Sonali, it was a matter of do or die, as, if her team doesn't deliver, the demands from fashion designers won't be met. The vendors who buy from Microcosm may see it as affecting their own businesses and may decide to break ties. And, eventually Sonali would lose her job.

- Given the individual differences in the above case, explain how Sonali can use sensitivity and empathy for win-win situation in negotiation?
- Suggest Sonali the relevant conflict handling style(s) in the above scenario.