

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 4519204**Date: 16/01/2025****Subject Name: Organizational Behaviour****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Explain the below terms.	Marks
Q.1	(a) Attitude (b) OCB (c) BATNA (d) Locus Of Control (e) Social Loafing (f) Halo Effect (g) Power	14
Q.2	(a) Elucidate the challenges & opportunities for managers in the field of OB in 21st century.	07
	(b) Explain in brief the Scientific Management Theory proposed by F. W. Taylor. Along with its contribution and limitation.	07
OR		
	(b) What do managers do in terms of functions, roles & skills? Elaborate in brief with relevant example.	07
Q.3	(a) Explain in detail the Job Characteristics Model of Motivation? Elaborate with example how can Jobs be redesigned?	07
	(b) What are the Big Five Personality Traits? Elaborate in detail.	07
OR		
Q.3	(a) What is learning? & what are the major theories of learning? Explain in brief.	07
	(b) Compare & contrast the team & group, Explain various key team role for effective team performance?	07
Q.4	(a) What do you mean by transformational leadership & give your preference for transactional & transformational leadership with appropriate arguments?	07
	(b) What is attribution Theory? What are the three determinants of attribution? How it is helpful to managers?	07
OR		
Q.4	(a) List various types of Individual decision making model, What is rational model of decision making? How is it different from bounded rationality & intuition?	07
	(b) Not all stress is bad for people. Eustress (Optimum Stress) is possible and is exhilarating for many. Critically examine the statement and find the conditions under which you believe you experience Eustress.	07

Q.5

Case study: Sprucing Up Walmart

For more than half a century, Walmart has prided itself on providing value to customers by being a low-price leader. But the consumer mindset is changing. Now "value" also means convenience, ease of finding what you want, and the ability to get exactly what you want when you want it. Nationwide dollar-store chains often have lower prices than Walmart, so that point of competitive advantage is fading. And thanks to Amazon.com and other online retailers, consumers can shop from home whenever they like, compare prices, and know immediately what is available.

Contrast this with the experience many Walmart shoppers previously had when they entered a store with low inventory, disorganized aisles, unhelpful staff, and an overall depressing atmosphere. The company's online presence was about the same. The site was difficult to navigate and attempts to search for products were frustrating at best and more often fruitless.

Named Walmart's CEO in 2014, Doug McMillon set out to change this situation. "What people think about the company is important," he noted. And at the moment, people weren't thinking about value and low prices when they thought about Walmart. McMillon enacted a number of changes. First, the company had earned a reputation for treating its store employees poorly with low wages, and few benefits while profits were in the billions of dollars, so Walmart announced it would increase its minimum wage.

Second, the company asked for and paid more attention to employee feedback. Recurring issues included the dress code, store music, and even store temperatures. So clothing rules were relaxed, more variety in music was introduced, and thermostats were adjusted. The company hopes improving employee morale will translate into a better experience for customers, thereby changing some of the negative images.

Walmart's Web presence was another target for big changes. Amazon is the store's biggest competitor, and McMillon wanted to offer customers more items, pickup options, and ways to meet their needs and demands, for example, an online grocery ordering service. This means a new way of thinking about marketing and inventory across the board.

McMillon was able to see how consumers have changed not only what they want but also the way they want it - whether from the hands of happy employees or with the simple click of a mouse. The question remains:

Will his actions be enough to change the way consumers see Walmart?

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| (a) | What key factors do you think prompted Walmart to change? | 07 |
| (b) | Do these factors exemplify the change pressures discussed in the chapter? Why or why not? | 07 |

OR

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| Q.5 | (a) | What results from Walmart's changes do you predict? | 07 |
| | (b) | Describe how McMillon acted as a change agent in this situation. | 07 |
