

TERM END EXAMINATION – JUNE, 2019
P.G Diploma in Media Management (PGDMM)
Advance Diploma in Media Management (ADMM)
Diploma in Media Management (DMM)

Human Resource Management & Organizational Behavior

Time - 3 Hours

Full Marks - 100

(Answer All the questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')

Group 'A'

Q. No. 1 (*Answer all the questions, each within one or two sentences*) **Marks: 1 × 10 = 10**

- a) What is the aim of personnel management?
- b) What is operant conditioning?
- c) What do you mean by group cohesiveness?
- d) Differentiate in-group from out-group.
- e) What is a situation test?
- f) Write short notes of reinforcement?
- g) What is job rotation?
- h) Differentiate Training from Development.
- i) Enumerate the importance of training evaluation?
- j) What is the philosophy underlying worker's participation in management?

Group 'B'

Q. No. 2 (*Answer any four questions each within 100 words*) **Marks: 5 × 4 = 20**

- a) Explain, how is human resource different from other resources?
- b) What are different factors that influence perception?
- c) Explain the characteristics of learning process.
- d) Describe the various Off-the-job training methods used in organizations?
- e) How does job rotation help in acquiring new skills and knowledge?
- f) Why training need analysis are carried out in an organization?

Group 'C'

Q. No. 3 (*Answer any four questions each within 200 words*) **Marks: 10 × 4 = 40**

- a) Enumerate both the functions of personnel management?
- b) Why is it important for managers to have a thorough knowledge of perception and attribution?
- c) Identify major factors which contribute towards group cohesiveness in organizations.
- d) Explain the change process as propounded by Kurt Lewin.
- e) Discuss the various Organizational Development assumptions.
- f) What are different methods of training the employees? Suggest a suitable training method for salesmen of a heavy machine manufacturing organization?

Group 'D'

Q. No. 4 (*Answer any two questions each within 300 words*) **Marks: 15 × 2 = 30**

- a) Define Human Resource Management. Explain the nature and characteristics of Human Resource Management.
- b) Enumerate the advantages and limitations of Group Decision Making.
- c) Define Organizational Development? Discuss Team Building as an intervention of organizational transformation.