



Register Number:

DATE: 17-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
MA ADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION, NOVEMBER 2020
APRPDS9119 – ORGANISATION STRUCTURE AND BEHAVIOUR

Time: 2 ½ hrs.

Max Marks: 70

This paper contains THREE printed pages and THREE parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Choose the correct answers to the following questions and mark them on the answer script
(10 X 1=10)

1. How are managers awarded their power and authority?
 - a. By virtue of their position
 - b. As a result of their personality
 - c. As a result of their education and training
 - d. By their personal qualities
2. Individuals become leaders based on their _____.
 - a. personal qualities
 - b. position in a company
 - c. professional qualifications
 - d. education and training
3. Which of these describes the primary concern of a manager?
 - a. Accomplishing organisational goals
 - b. Ensuring subordinates are happy
 - c. Increasing personal gain
 - d. Building a strong network of employees
4. Manager Shelly offered incentives, allowed her employees to voice their opinions, and communicated positive messages. How do these actions demonstrate good leadership?
 - a. By increasing morale
 - b. By promoting task delegation
 - c. By avoiding failure

d. By encouraging shared knowledge

5. Which of the following actions is an example of good leadership?

- a. Showing more concern for organizational goals than employees
- b. Remaining aloof from employees, especially subordinates
- c. Motivating employees toward higher levels of productivity
- d. Allowing employees to decide what needs to be accomplished

6. Path-Goal Theory involves _____.

- a. setting directives to managers to achieve goals
- b. establishing a supportive plan for goal achievement
- c. creating new processes to give feedback on goal achievement
- d. allowing employees to set their own goals

7. What leadership philosophy best encompasses the statement 'We are all going to wear green on Friday'?

- a. Authoritarian
- b. Democratic
- c. Laissez-faire
- d. Servant

8. What leadership philosophy best encompasses the statement 'Friday is *Save the Trees Day*, and I would like us all to wear green in support of this great cause.'?

- a. Authoritarian
- b. Democratic
- c. Laissez-faire
- d. Innovative

9. Which leadership approach should an elected leader utilize?

- a. Servant
- b. Charismatic
- c. Situational
- d. Innovative

10. Which of the following statements about transactional leaders and the chain of command is FALSE?

- a. The leader is given authority based on their position in the chain of command

- b. Subordinates are expected to follow directions given by leaders above them in the chain of command
- c. The chain of command is based on formal authority and responsibility in the organisation
- d. Chain of command promotes employee dependence which decreases accountability

II. Answer **ANY THREE** of the following on the fundamentals, structure, elements, and theories of organisations in 300-400 words each. (3x 5=15)

- 11. Definition, characteristics, and importance of organisations.
- 12. Define an organisation structure, the purpose it serves, and explain its building blocks.
- 13. Elaborate on the elements of an organisation as identified by R E Levitt and W Richard Scott.
- 14. Describe Scott's classes of organisational theories and how they might reflect the organisations of their day.

III. Answer **ALL** of the following compulsory questions. Pay attention to the word limit and marks allocated to each question

15. Answer the following on sustainability context and practice in 200-300 words each: (2 x 5=10)

- a. What is 'sustainable development' as defined by the Brundtland Commission in its 1987 report 'Our Common Future'?
- b. Elaborate the pros and cons of the definition.

16. Graham Allison has applied multiple models of organisational decision-making to his case study of the Cuban Missile Crisis of 1962. Respond in 400-500 words on which are these models and how they apply. (1 x 15=15)

17. Describe the main ideas that have influenced management thinking since the 1950s till the 21st century in 600-700 words. Include the most recent models of management thought. (1 x 20 = 20)