

18. (a) Discuss the different approaches to organizational effectiveness.

Or

- (b) Write a note on:
(i) Sensitivity training and
(ii) Quality of work life
19. (a) List out the benefits a marketer may enjoy by studying consumer behaviour.

Or

- (b) Examine the variable to be considered to divide population in various social classes.
20. (a) Describe different types of parents in the context of consumer behaviour.

Or

- (b) Explain the characteristics of consumer problem solving approaches.

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MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2013.

Fourth Semester

ORGANISATIONAL AND CONSUMER BEHAVIOUR

(For those who joined in July 2009-2011)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

1. What is meant by organization structure?
2. Who are staff specialists?
3. Define learning.
4. What do you understand by operant conditioning?
5. Indicate the changes that are normally resisted by managers.
6. What is OD?



7. Distinguish between a consumer and a customer.
8. What do you understand by culture, sub-culture and cross culture?
9. What do you understand by intergenerational influences in the process of consumer socialization?
10. Write a short note on ego involvement in decision making.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

11. (a) What are elements of classical organization theory?
Or
(b) What do you mean by contingency approach of organization theory? What are its advantages?
12. (a) What are the characteristics of learning?
Or
(b) Explain the relationship between conflict and performance.
13. (a) Explain the causes of resistance to change.
Or
(b) Discuss Lewin's model of OD.

14. (a) Explain the factors which affect culture.
Or
(b) Identify the problems related to cross cultural marketing.
15. (a) Why is it important to understand consumer decision making?
Or
(b) What are the types of decision making consumer's use?

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

16. (a) Explain the principles of organization.
Or
(b) How far their good behaviour, as revealed in the gherao, differed from the expected individual behaviour?
17. (a) Discuss the important theories on learning.
Or
(b) What does stereotyping mean? Give an example of how stereotyping can create perceptual distortion.

