

Seat No. _____

B.B.A. Semester – VI Examination
April-2016
Organizational Behavior – II
Paper No. 606 Subject Code: 3754

Time: 2:30 Hours

Total Marks: 70

- Q.1 Explain Interpersonal Behavior in detail. 14
OR
- Q.1 Define Group. Explain why people join groups and also describe various types of groups in detail. 14
- Q.2 Discuss the Formal organization along with its advantages and disadvantages. 14
OR
- Q.2 Write a note on Intergroup Relations, also provide suitable illustrations. 14
- Q.3 Define Change. Describe forces of change in detail. 14
OR
- Q.3 Define Culture. Explain how culture can be created and sustained. 14
- Q.4 Discuss the Big Five Model of Personality in detail. 14
OR
- Q.4 Describe in detail why Self Management is important for the Management of the organization. 14
- Q.5 Answer any one case question of your choice. 14

Case Study: British Airways Unveils New Identity

The story of British Airways is described as one of the most widely used inspirational accounts of changing culture (Grugulis & Wilkinson, 2002). British Airways brought together thousands of people in the shape of a globe to create a compelling image for one of its television commercials, and more recently imposed a giant model of

Concorde on Times Square. According to BA, the company's new identity was 'based on what is believed to be the largest consumer research exercise in the history of the travel industry'. It was introduced through 'what is believed to be the world's largest satellite corporate television broadcast' using 13 satellites, transmitting pictures from almost 25 different places to 126 locations in 63 countries across five continents. According to CEO Bob Ayling, 'Some people abroad saw the airline as staid, conservative and a little cold' – characteristics used to describe Britain as a whole. 'We need a corporate identity that will enable us to become not just a UK carrier but a global airline that is based in Britain,' said Ayling. 'The identity we unveiled is that of a global, caring company, more modern, more open, more cosmopolitan, but proud to be based in Britain.' However, it is now well known that the whole enterprise was a big flop (Grugulis & Wilkinson, 2002).

Q.5 Discuss the issues and solution of above case.

OR

Q.5 Create alternative change process for British Airways.