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## School of Architecture and Design

Bachelor of Design in Fashion Design

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

### Sem VI - B1UB604T - Organizational and Consumer Behaviour

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Describe the concept of job satisfaction. K2 (2)
- 2) How does an individual's attitude affect their work performance? K1 (3)
- 3) Discuss how extrinsic motivation theories can be applied in the workplace. K2 (4)
- 4) How does an understanding of individual, group, and organizational level forces help manage an organization? K2 (6)
- 5) Describe the principles of perception and their relevance to organizational behavior. K3 (6)
- 6) How do extrinsic and intrinsic motivation theories complement each other in a work environment? K3 (9)
- 7) Evaluate the impact of attitudes on organizational outcomes such as job satisfaction and commitment. K4 (8)
- 8) Discuss how the principles of perception play a role in leadership and management within an organization. K4 (12)

**OR**

- Critically analyze the role of motivation in employee retention and organizational success. K4 (12)