

No. of Printed Pages : 03

Roll No.

DD-664

**Master of Construction and Real Estate
Management/M. Tech. (Construction
and Real Estate Management)
EXAMINATION, Dec. 2017**

(Fourth Semester)

(Re-appear Only)

MCRM-710

**ORGANIZATIONAL BEHAVIOUR AND
HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

(3-35/19)M-DD-664

P.T.O.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Define Motivation. Why is it important ?
Explain any *two* theories of motivation. **15**
2. (a) What are the factors influencing
organizational communication ? **7½**
(b) What is organizational conflict ? How
these can be resolved ? **7½**

Unit II

3. Describe the various factors involved in the
formation of an organization structure. Bring
out the importance of organization structure. **15**
4. (a) What is behavioural marketing ? What is
the role of behavioural marketing in
organization development ? **7½**

M-DD-664

2

- (b) Illustrate major organizational policies
adopted in construction related
organization in India. **7½**

Unit III

5. Define Selection. Describe the various steps
involved in selection process. **15**
6. Write short notes on the following :
(a) Participative management **7½**
(b) Performance appraisal. **7½**

Unit IV

7. Why should an individual be socially
responsible ? Explain the good citizenry
principles and societal responsibilities that
every employee of an organization should
possess and perform. **15**
8. Elaborate the managerial responsibilities of
human resource manager. **15**

(3-35/20)M-DD-664

3

30