



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

Course Code: **BBA 2437 / 1422 / 1414**  
Course Title: **Organisational Behaviour**  
Duration: **3 Hrs**  
Maximum Marks: **75**

**Answer any *five* out of the following questions:**

**(5 x 15 = 75)**

1. Discuss in detail the foundations of Individual / Human Behaviour.
2. List out and explain the Determinants of Personality.
3. Discuss in detail the Factors involved in Perceptual Selectivity.
4. Discuss in detail the Theories of Attitude Change.
5. Describe ‘Erikson’s Eight Life Stages’ on the development of Personality.
6. Explain Maslow’s Need Hierarchy theory.
7. Explain the theories of Group Formation.