

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-09 & thereafter)

SUBJECT CODE : CM/MC/WM54

B.Com. DEGREE EXAMINATION NOVEMBER 2012
COMMERCE
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : WORK FORCE MANAGEMENT
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

ANSWER ALL THE QUESTIONS: (20x1=20)

I. FILL IN THE BLANKS: (10x1=10)

1. Prolonged exposure to stress results in a
2. The Big-Five personality model was brought out by
3. The process of transmitting traditions, values and customs to new employees is called
4. and are determinants of personality.
5. is the art of seeing what is there to be seen.
6. Conflict within an individual is known as
7. Inconsistency of attitude with behaviour is
8. The 3 dimensions to perceptual organization are, perceptual grouping and

II. EXPLAIN THE FOLLOWING TERMS: (5x1=5)

9. Halo – Effect
10. Bureaucracy
11. Role perception
12. Grape vine
13. Virtual organization

III. STATE WHETHER TRUE OR FALSE: (5x1=5)

14. Culture acts as a barrier to mergers and acquisitions.
15. Attitudes are inherited and not acquired.
16. Inter-group conflict is conflict outside the group.
17. Loyalty and Perception are not related to work attitudes.
18. Role demands include role conflict and tasks.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5x8=40)

19. What are the major challenges and opportunities that managers face today when dealing with their employees?
20. Explain the role of biographical characteristics in studying behaviour in the work place.
21. Explain the major attitudes that are related to the work place.

22. What are the factors that influence the perception of an individual?
23. What are the barriers to effective communication in an organization? How do you overcome these barriers?
24. What are the elements of an organizational structure?
25. What is a Conflict? Explain the conflict process in an organization.

SECTION – C

ANSWER THE FOLLOWING:

(2x20=40)

26. a. What is a team? Differentiate a group from a team? How do you create effective teams?

(OR)

- b. What are the attributes of personality that influence individual behaviour in the work place.
27. Sangeetha, after spending three years as a production scheduling supervisor at an Automobile Manufacturing plant, recently took a position as manager of telephone services at Reliance Infocomm. as her new job, Sangeetha supervises 20 telephone service employee. These people have direct contact with customers – providing quotes, answering questions, following up on claims and the like.

At her previous company, all she had to please was the management. But here at Reliance Infocomm she had to serve two masters – the management and the customers. A frequent complaint is that customers want the telephone representative's undivided attention and to spend as much time as necessary to solve their problem. But the representatives see management as wanting them to handle as many calls as possible per day and to keep each call as short as possible

She has had to deal with her representatives feeling intensely stressed out because of the demands from both the customers and the management. Sangeetha is aware that this could lead to reduced job satisfaction, increased turnover and absenteeism. This could in turn result in poor customer service.

Questions:

- a. What is the source of role conflict here?
- b. Are there any functional benefits to the management from role conflict? Explain.
- c. What solution do you think Sangeetha can give for this situation?
- d. Do you feel that there is a need for the management to change its attitude towards their customers? If yes, give reasons.
- e. Do you feel that there is a need for the management to change its attitude towards their employees? If yes, give reasons.

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