UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – Spring 2023

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Time: 3 Hrs	Marks: 60	١

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Course Code: COMM-310

Q.1. Answer the following short questions.

(6x5=30)

- A. Narcissism and psychopathy
- B. Organizational commitment and its types
- C. Affective, behavioral and cognitive components of attitude
- D. Two factors theory
- E. Why emotional intelligence is important?
- F. Types of teams

Paper: Organizational Behavior

Answer the following questions.

(3x10=30)

- Q.2: It is said that people management is the toughest job of a manager. How the subject of OB can help a manager performing this job?
- Q.3: What is motivation? Explain the Expectancy and Social Cognitive/Learning theory of motivation.
- Q.4: Explain the term "leaders are born not made". Also explain the transformational, transactional and laissez-faire leadership approaches.