

Nirma University  
Institute of Technology  
Class test August 2021  
B.Tech. Semester V

**2HSOE53 - ORHANIZATIONAL BEHAVIOUR**

Roll/  
Exam No.

Supervisor's initial  
with date

Time: 1Hr.15Mints

Max. Marks: 35

- Instructions:
1. Attempt all questions.
  2. Figures of right indicate full marks.
  3. Draw neat sketches wherever necessary.

Q1	A	Explain contribution of various disciplines to the field of OB.	07
Q1	B	“Beauty lies in the beholder”. Explain the statement along with the perception process.	07
Q2	A	What do you understand by ‘Motives’ and explain the Herzberg theory of motivation, with Relevant examples.	07
Q2	B	Explain Operant Conditioning Theory with suitable example.	07
Q3		<p>Dreamlimited has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Dreamlimited to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Dreamlimited is actively identifying its top talent and developing ways to make jobs more attractive.</p> <p>Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss.</p> <p>Dreamlimited is meeting the challenge of improving worker morale head on to retain its employees. My Dreamlimited is a program introduced by the company to provide some of the attractive amenities that other IT</p>	07

companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Dreamlimited's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.

Questions :

1. What are the factors causing the brain drain at Dreamlimited? Explain.
2. Is Dreamlimited's organizational structure having an impact on its organizational commitment levels? Explain