

Instructions:

- Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
- The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.

Q1. What are the different components of attitude? Do you think these components can conflict with one another? Discuss your viewpoint with relevant example. [10 Marks]

Sof^h There are three components of attitude. Affective, Behavioural and Cognitive. It is known as ABC model of Attitude.

- ① Cognitive :- The opinion or belief segment of an attitude.
- ② Behavioural :- An intention to behave in a certain way towards someone or something.
- ③ Affective :- The emotional or feeling segment of an attitude.

3 components $\left\{ \begin{array}{l} \rightarrow A = \text{Affective (Feeling)} \\ \rightarrow B = \text{Behavioural (Action)} \\ \rightarrow C = \text{Cognitive (Evaluation)} \end{array} \right.$

These components can sometimes conflict, leading to Cognitive Dissonance, where a person experiences discomfort due to holding conflicting attitudes or behaviours.

Example :- A smoker may believe (Cognitive component) that smoking is harmful to health, feel anxious or guilty about smoking (Affective component), yet continue to smoke (Behavioural component). This conflict might push the individual to either change their behaviour (quit smoking) or rationalize it (downplay the health risks).

Signature of the Student Rahul Rai

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Q2. "Getting along with others, getting a great job, lowering your stress level, making more effective decisions, and working effectively within a team". Discuss this statement in context of three different levels of Organizational Behavior. [10 Marks]

Soln: The statement highlights key aspects of personal and professional success, which can be analyzed within the three levels of Organizational Behavior (OB): individual, group and organizational levels.

① Individual Level :- At this level, OB focuses on personal attributes and behaviours that influence job performance and satisfaction.

Example :- An employee who manages stress well and makes sound decisions is likely to perform better and contribute positively to the organization.

② Group Level :- Here, OB examines dynamics within teams and how individuals interact in group settings:

- working effectively within a team.
- Getting along with others.

Example :- A team that communicates openly and resolves conflicts constructively is more likely to achieve its goal efficiently.

③ Organizational Level :- This level looks at the broader organizational structures and culture that influence behavior.

- Getting a great job.
- Making more effective decisions.

Example :- An organization that fosters a supportive culture and clear communication channels enables better decision-making and reduces stress among employees.