

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Organizational Behavior

Internal Assignment Applicable for Dec 2024 Examination

Assignment Marks: 20

Instructions

- All Questions carry equal marks
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question Q1 and for question Q2(A) and Q2(B) in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible
- All answers to be written individually. Discussion and group work is not advisable.
- Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
- Students should write the assignment in their own words. Copying of assignments from other students is not allowed
- Students should follow the following parameter for answering the assignment questions

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

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Q1. Nisha, as a head of operations at a mid-sized manufacturing company, has a team that is diverse in both experience and motivation levels. The company has recently undergone a turnaround process, that has left some employees feeling insecure about their future roles. Nisha observes that some of her team members, are highly motivated and consistently exceed their targets. A few others, seem disengaged and often struggle to meet their goals.

As an OB expert, Nisha is considering different motivational strategies to improve team performance. She is aware that a one-size-fits-all approach may not work. Based on motivation theories (Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and Vroom's Expectancy Theory), evaluate the possible reasons for the varying levels of motivation in Nisha's team. Recommend strategies Nisha could implement to boost motivation across the team, considering both intrinsic and extrinsic motivators.

(10 Marks)

Q2 (A) Vidya is a project leader at an IT company, and her team has individuals with varying levels of experience and cultural backgrounds. Recently, she noticed a disagreements and arguments between two team members, Richard and Pallavi. Richard believes that Pallavi is not contributing enough to the team's success, while Pallavi feels that Richard undermines her ideas and doesn't give her the opportunity to share her thoughts.

As their leader, Vidya wants to understand the situation better and resolve the issue. Based on the concept of human perception, explain how Vidya can use her understanding of the key stages of perceptual process to address the situation between Richard and Pallavi.

(5 Marks)

Q2 (B) Brijesh, a senior manager at a retail company, is preparing his department for the launch of a new product line. During a meeting, he notices a clear division in attitudes of subordinates: some, like Ashish and Mohan, express strong support for the company's focus on sustainability, driven by their personal values of environmental responsibility. Others, like Dinesh and Eshwar, are more skeptical, focusing on the potential financial risks of this shift. Analyze how the alignment (or misalignment) of personal values with workplace attitudes can impact the department's performance.

(5 Marks)



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