SCOPE OF ORGANISATIONAL BEHAVIOUR NOTES

Scope of Organizational Behaviour: Notes and Q&A

Organizational behaviour (OB) is an interdisciplinary field that studies the behaviour of individuals, groups, and organizations within the workplace. Its scope encompasses a wide range of topics, including:

- **Micro-Level OB:** Focuses on individual and group behaviour, such as motivation, perception, and leadership.
- **Macro-Level OB:** Examines organizational structures, cultures, and processes that influence employee behaviour.
- **Interpersonal Dynamics:** Explores the interactions and relationships between individuals within organizations.
- **Organizational Change:** Investigates how organizations respond to external and internal pressures to adapt and improve.

Frequently Asked Questions about OB's Scope

1. What is the difference between OB and human resource management (HRM)? OB is a broader field that includes HRM, which focuses specifically on practices such as recruitment, training, and compensation.

2. How does OB contribute to organizational success? Understanding OB principles can help managers optimize employee performance, create a positive work environment, and make informed decisions that benefit the organization.

3. What are the key research methods used in OB? OB researchers employ various methods, including surveys, experiments, and case studies, to collect and analyze data about organizational behaviour.

4. How can OB knowledge help employees? OB insights can help employees understand their own behaviour, work effectively with others, and navigate the challenges of the workplace.

5. What are some emerging trends in OB? Current trends in OB research include social media, neuroscience, and ethical decision-making in organizations. By understanding these trends, managers can stay informed about evolving workplace dynamics.

The Anatomy of Buzz Revisited: Real-Life Lessons in Word-of-Mouth Marketing

By Emanuel Rosen

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Q: What is "The Anatomy of Buzz Revisited"?

A: It is a book that explores the principles and techniques of word-of-mouth marketing, providing insights into how businesses can harness the power of customer experiences to drive growth.

Q: What are some key lessons from the book?

A: The book emphasizes the importance of creating authentic and memorable experiences, leveraging social media, tracking and measuring results, and encouraging customer participation. It also highlights the role of brand advocates and influencers in amplifying buzz.

Q: What are the benefits of word-of-mouth marketing?

A: Word-of-mouth marketing can help businesses build trust, generate positive brand perception, increase sales, and drive customer loyalty. It is often more cost-effective than traditional advertising and can be a powerful way to reach potential customers

and build relationships.

Q: How can businesses implement word-of-mouth marketing strategies?

A: The book provides practical tips for businesses to create and implement word-of-mouth marketing campaigns. These strategies include investing in customer service, fostering employee advocacy, hosting events, generating compelling content, and leveraging social media.

Q: Why is word-of-mouth marketing important in today's digital age?

A: In the digital age, where information travels quickly and customers are more skeptical, word-of-mouth marketing has become even more important. Consumers rely on the opinions and experiences of others to make informed decisions. By leveraging word-of-mouth, businesses can build credibility, reach wider audiences, and establish themselves as trusted brands.

Top 25 Convenience Store Distributors: MR Checkout

What is MR Checkout?

MR Checkout is a leading convenience store distributor that serves over 100,000 convenience stores across the United States. The company offers a wide range of products, including groceries, snacks, beverages, tobacco products, and more.

What are the benefits of using MR Checkout?

There are many benefits to using MR Checkout as your convenience store distributor, including:

- **One-stop shopping:** MR Checkout offers a wide range of products, so you can get everything you need from a single source.
- **Competitive pricing:** MR Checkout offers competitive pricing on all of its products.
- **Excellent customer service:** MR Checkout has a team of experienced customer service representatives who are available to help you with any questions or concerns.

What are the top 25 convenience store distributors?

MR Checkout is one of the top 25 convenience store distributors in the United States. Other top distributors include:

- **Core-Mark:** Core-Mark is one of the largest convenience store distributors in the United States. The company serves over 40,000 convenience stores across the country.
- **Eby-Brown:** Eby-Brown is another large convenience store distributor that serves over 30,000 stores across the country.
- **Goff's Enterprises:** Goff's Enterprises is a regional convenience store distributor that serves stores in the Midwest and Northeast.
- **McLane:** McLane is a national convenience store distributor that serves over 50,000 stores across the country.

How do I choose the right convenience store distributor?

When choosing a convenience store distributor, it's important to consider the following factors:

- **The products you need:** Make sure the distributor offers a wide range of products that meet your needs.
- **The price:** Compare the prices of different distributors to find the best deal.
- **The customer service:** Make sure the distributor has a team of experienced customer service representatives who are available to help you.

By considering these factors, you can choose the right convenience store distributor for your business.

What is part winding starting? The part winding starter is not a true reduced voltage starter. The part winding starter is designed for motor that has two separate sets of identical windings. The starter energizes half of the motor's windings with full line voltage during starting and then the other half of the windings for a run condition.

What is the name of the winding in 3-phase induction motor? A 3-phase induction motor has two main parts which are a stator and a rotor. 3-phase stator winding is carried by the stator while the rotor carries a short-circuited winding or rotor winding. A 3-phase supply is fed to stator winding.

What is the starting winding of an induction motor? The starting winding of a single-phase induction motor is placed in the stator by 90° apart from running winding. It will rotate in the direction of the magnetic rotation provided by starting or auxiliary winding and capacitor.

What is the starting of three-phase induction motor? A three-phase induction motor is inherently self-starting. When the supply is connected to the stator of a three-phase induction motor, it generates a rotating magnetic field that causes the rotor to start rotating.

What is the advantage of part winding starting? A couple of advantages of using part winding start is to minimize voltage drop in a facility and excessive heat during start-ups.

What is the advantage of using a compressor with a part winding motor starting? Because the torque is lower, partwinding starts give slower acceleration than across-the-line starts. This is an important advantage when the driven machine must be protected from the shock of a high starting torque. Ideally, part-winding starts should reduce inrush current during the entire starting cycle.

What are the two 2 types of winding in the three-phase motor? The motor winding in three-phase which is connected in star or delta form based on the type of starting method used. The motor like squirrel cage can be frequently on track by the star to delta stator & thus the stator of the motor can be connected in delta.

How do you wind a 3-phase induction motor? The three-phase motor stator is wound by winding a first coil clockwise, and then relatively indexing the winding head and the stator by 180 electrical degrees before winding the second coil counterclockwise.

Do three-phase motors have start windings? An electrical load's distribution is known as its phase and can be described as a single-phase or 3-phase motor,

depending on the number of supply phases. How each of these motors starts depends on different starting mechanisms, though all consist of a coiled startup winding, with certain motors featuring a capacitor.

Which winding is the start winding? The starting winding is wound with fewer turns of thin wire than the running winding, so it has a lower inductance (L) and higher resistance (R). The running winding is wound with large turns of thick wire than the starting winding, so it has a higher inductance (L) and lower resistance (R).

How to start a three-phase motor? The starting methods of three phase induction motor generally are direct-on-line starting, reduced-voltage starting and soft starter. This kind of starting mode is the most basic and simplest in the motor starting. The method is characterized by less investment, simple equipment and small quantity.

What are start windings in a motor? In addition to the run or main winding, all induction single-phase motors are equipped with an auxiliary or start winding in the stator. The auxiliary or start winding overlaps the main or run winding. This provides the revolving field necessary to turn the rotor. The terms are used in sets.

What are the parts of a 3-phase induction motor?

What type of starter is used in a 3-phase induction motor?

How does a three-phase induction motor start to rotate? The 3 Phase Induction Motor Components During operation, a current is applied through the stator, which induces a magnetic field and leads to the rotation of the rotor. The rotational speed of the shaft and the applied torque depends on the operating frequency and the number of pole pairs in the motor's windings.

How does part winding start work? This method used only a portion (usually one-half, but sometimes two-thirds) of the motor winding, increasing the impedance seen by the power system. It is to be used only for voltage recovery, and must not be left on the start connection for more than 2 to 3 seconds.

What is the difference between Star Delta and part winding? A star-delta starter can be used on a motor with only 6 connection leads, a partial winding can ONLY be used on a dual voltage motor with all nine leads (for star connected) or all twelve leads (for delta connected) are available.

What is the difference between starting winding and main winding? Both the windings are displaced 90 degrees in space. The main winding has very low resistance and a high inductive reactance whereas the starting winding has high resistance and low inductive reactance.

What are the advantages of part winding starter? Part Winding Immediately, the motor achieves the maximum speed, the other winding sets are powered to gain normal running. Here, reduced starting torques and currents are milestone achievements.

Is part winding starting is typically used for motors that supply the moving force for centrifugal pumps fans and blowers? Part winding starting is typically used for motors that supply the moving force for centrifugal pumps, fans, and blowers. They are often found in air conditioning and refrigeration applications. They are not generally employed to start heavy inertia loads that require an excessive amount of starting time.

Will a compressor run with open windings? If any ONE of these windings are open (OL) the compressor needs to be replaced. If you find C-S and C-R are both open, the compressor is off on internal overload.

Can a 3-phase motor run on Delta or Wye? Of all the three-phase motors that exist for industrial applications, they can all be simplified into either a Wye or Delta internal wiring system.

How many ohms should a 3-phase motor read? A good motor should result in a reading that is less than 0.5 ohms. If the value is greater than 0.5 ohms, however, this indicates that the motor's insulation is failing and has the potential to cause an electric shock. Determining the causes of this failure may require further testing.

Why does a 3-phase motor have 9 wires? The internal arrangement of a Wye-wound three-phase motor with nine leads. Those nine leads provide an option for supplying power from either high or low voltage sources.

What is starting winding of induction motor? A startup winding, also known as the auxiliary winding, is used to create the torque needed to start a single phase induction motor. This winding creates the rotating magnetic field in this type of motor

by changing the relationship of the current in relation to the voltage.

How do you start a 3-phase induction motor? Induction motors can be started directly on-line using a DOL starter which generally consists of a contactor and a motor protection equipment such as a circuit breaker. A DOL starter consists of a coil operated contactor which can be controlled by start and stop push buttons.

Why does a 3-phase induction motor fail to start? Specifically for motors, a common fault can occur during startup due to a locked rotor. Induction motors can consume 500% to 800% of their rated current during startup. While this high consumption isn't harmful as it lasts very briefly, an extended period can damage the motor if it fails to start.

What is the difference between part winding and star delta? A star-delta starter can be used on a motor with only 6 connection leads, a partial winding can ONLY be used on a dual voltage motor with all nine leads (for star connected) or all twelve leads (for delta connected) are available.

What does a start winding do? A startup winding, also known as the auxiliary winding, is used to create the torque needed to start a single phase induction motor. This winding creates the rotating magnetic field in this type of motor by changing the relationship of the current in relation to the voltage.

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What is starting winding of split phase motor? Working of the Split-Phase Induction Motor These windings are spatially displaced by 90 degrees. The main winding is characterized by very low resistance and high inductive reactance, while the starting winding has high resistance and low inductive reactance.

Should I run a motor in Star or Delta? Higher current means higher torque, and lower current means lower torque. Delta connected motor will draw more line current, so the torque it produces will also be higher compared to the Star connection of the same motor. So the answer to this question is Delta connection.

What is the advantage of using Star Delta starting? Star-delta starters have advantages of being relatively inexpensive, having no limit on operations, and requiring little space. They reduce starting current to approximately one-third. However, they can only be used if the motor terminals can be accessed and the supply voltage must match the motor voltage.

What are the benefits of Delta winding?

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How do you identify start and run windings of a motor?

How do you test for start winding?

What is the difference between main winding and starting winding? The main winding has low resistance and high inductance, the starting winding has a higher resistance and low inductance.

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Why do AC motors need a capacitor? A run capacitor (figure 9) is used in single-phase motors to maintain a running torque on an auxiliary coil while the motor is loaded. These capacitors are considered continuous duty while the motor is powered and will remain in the circuit while the start capacitor drops out.

> *the anatomy of buzz revisited real life lessons in word of mouth marketing by emanuel rosen 24 feb 2009 paperback*, *top 25 convenience store distributors mr checkout*, *part winding starting of the three phase induction motor*

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