

2122
M.Com. (Entrepreneurship & Family Business)
1st Semester
FB-105: Psychology for Entrepreneurs (Old)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

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UNIT – I

- I. Discuss the challenges involved in Rational Decision Making in Organizations. What are the various solutions and opportunities available for Entrepreneurs in response to such challenges?
- II. Define Creativity. What are the various activities that can encourage creativity in Organizations?
- III. Define Motivation. Explain with examples various Contemporary theories of Motivation.
- IV. Write short notes on the following:-
 - (a) Job Design
 - (b) Empowerment Practices
- V. Write short notes on the following:-
 - (a) Organizational Commitment
 - (b) Charismatic Leadership

UNIT – II

- VI. Discuss in detail the channels and Process of Communication in Organizations. What are various barriers to that process?
- VII. Write short notes on the following:
 - (a) Group Cohesiveness
 - (b) Emotional Intelligence and Leadership
- VIII. Explain the three approaches to Organizational Change. Also discuss various Ethical issues involved in Organizational Change giving suitable examples.
- IX. Explain various Personality Types giving special reference to MBTI personality type theory.
- X. Write short notes on the following:-
 - (a) Stereotypes
 - (b) Self-fulfilling prophecy