

1. a) Personality → It can be defined as a set of organised characteristics possessed by a person that uniquely influences his or her cognitions, motivations and behaviours in various situations.
- b) Attitude → It is a frame of mind, feeling, orientation or disposition towards an object, person, event or issue which makes an individual to react to it in a particular manner.
- c) Motivation → It is the process or technique of stimulating or inspiring somebody to get a desired reaction from him so that the planned goal is achieved effectively.
- d) Group → A group is defined as two or more individuals interacting and interdependent, who have come together to achieve particular objectives.
- e) Organisation → It is the form of every human association for the attainment of common purpose. It is a system of co-operative activities of two or more persons.

Answer-2)

The concept of OB is based on two key elements, namely -

- Nature of people
- Nature of the organization

Nature of people:

Nature of people is basic quality of a person, or the character that an individual they can be similar or unique. Talking at organizational level, some major factors affecting the nature of people have been highlighted.

→ Individual difference: It is the managerial approach towards each employee individually, that is one on one approach and not the statistical approach, that is, avoidance of single rules.

e.g. - Manager should not be biased towards any particular employee rather should treat them equally and try not to judge anyone on any other factor apart from their work.

→ Perception: It is a unique ability to observe, listen and conclude something, it is believing in our senses. In short, the way we interpret things and have our point of view is our perception.

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→ A whole person: As we all know that a person's skill or brain can not be employed we have to employ a whole person. Skill comes from background and knowledge, our personal life cannot be totally separated from our work life, just like our emotional ~~condition~~ conditions are not separated from physical conditions. So, people function is the functioning of a total human being not a specific feature of human being.

→ Motivation Behaviour: It is the behaviour implanted or caused by some motivation from some person, group or even a situation. In a organization, we can see two different kind of motivated employees -

• Positive Motivation: Encouraging others to change their behaviour or say complete a task by luring them with promotions or any other benefits/profits.

e.g. - "If you complete this, you will gain this."

• Negative Motivation: Forcing or warning others to change their behaviour etc there can be serious consequences. e.g. - "If you don't complete this, you will be deprived from the office."

→ Value of Person: Employee want to be valued and appreciated for their skills and abilities followed by opportunities which help them develop themselves.

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- Nature of organization: Nature of organization states the motive of the firm. It is opportunities it provides in the global market. It also defines the employees standard. In short, it defines the character of the company by acting as a mirror reflection of the company. We can understand the nature of firm with its goal system, the mutual interest it shares and work ethics.

Answer-3)

Perceptual Process:



- ① Receiving stimuli: There are five sensory organs in human organism i.e. vision, smell, touch, hearing & taste.
- ② Selecting stimuli: The body of any individual select only those stimuli which are important and this selection is governed by two set of factors i.e external & internal.
- ③ Process of organizing: The stimuli receive by any individual must be organize properly so as to assign some meaning of them.
- ④ Interpreting: After the data has been receive and organize the next step is to interpret the data.
- ⑤ Process of checking: After the data have been interpreted the perceiver check whether his interpretation are proper or not.
- ⑥ Process of Reacting: The perceiver should take some action in relation to his perception.

Factors affecting Perceptions

1 Internal:

- (a) Needs and desire
- (b) Personality
- (c) Experience

(2) External factors:

- (a) size
- (b) Intensity
- (c) frequency.
- (d) contrast-
- (e) status

Answer-4)

Difference between group and team are:-

Group

Team.

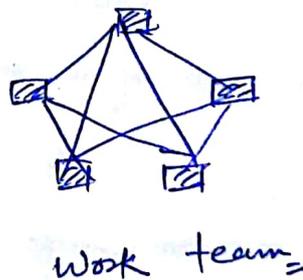
1) A group that interacts primarily to share information & to make decisions to help each group member perform within his or her area of responsibility.

1) A group basically but whose individual effort results in performance that is greater than sum of individual inputs.

2) The performance is mainly the summation of each group members individual contribution. There is no synergy.

2) A work team generates positive synergy by co-ordination and the result is more than the summation.

3.)



Aspects

4.) Shared information ← Goal → Shared mission

5.) Neutral ← Synergy → Positive

6.) Individual ← Responsibility → Individual + Mutual

7.) Random & varied ← Skills → Complementary.

Answer-5)

Psychoanalytical theory of personality

founder of Psychoanalysis - Sigmund Freud (1856-1939)

- Psychiatrist - Neurologist
- This theory is based on personal experiences.
- Died due to cancer of jaw & mouth lifelong cigar chain smoker.

→ This theory is based on the concept that a man is motivated more by unseen forces than by conscious and logical thinking.

→ During clinical research Freud found that his patient's behaviour could not be always consciously explained. This led him to believe that the main motivating force behind a particular human behaviour is primarily hidden in the unconscious frame.

→ To explain this unconscious framework, he used the following three conflicting psychoanalytical terms:-

- (1) The Id
- (2) The Ego.
- (3) The super ego.

The Id

Gratify Libido drives immediately at any cost

The Ego

Postpone the gratification till appropriate time, place & manner

The Super Ego

Behave according to the social and personal norms

Self theory (Carl Rogers)

- It is defined as "the organized, consistent set of perceptions and beliefs about oneself."
- The self is our inner personality which is influenced by experiences throughout life.
- Once a person was able to self-actualize, Rogers would refer to them as fully functioning person
- Self concept has three components:
 - Self worth
 - Self-image.
 - Ideal self

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Self worth:

- What we think about ourselves
- Rogers believes that self worth develops in early childhood.
- Self worth is influenced by the interaction with our parents.
[I love myself.]

Self image:

- How we see ourselves
- includes the influence of our body image on our inner personality
- Effects how a person thinks, feels and behave in the world

Ideal self:

- The person we would like to be
- consist of our goal and ambitions in life.

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Self image:

The list of answers to the questions "who am I".

- Physical description
- Social roles.
- Personal traits.

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Trait theory: An approach for analyzing the structure of person by measuring, identifying, and classifying similarities and differences in personality or traits.

or- Attempt to learn what traits make up personality and how they relate to actual behaviour.

Jung's theory of two types:

Carl Jung: Swiss psychiatrist who was a Freudian disciple, believed that we are one of two personality types:

- Introvert: shy, self-centered person whose attention is focused inward.
- Extrovert: Bold, outgoing person whose attention is directed outward.