Seat 1	No.: _	Enrolment No GUJARAT TECHNOLOGICAL UNIVERSITY	_	
MAM - SEMESTER-I • EXAMINATION – WINTER 2013 Subject Code: 4110504				
Instru	uction 1. 2.	<u>-</u>		
Q.1	(a) (b)		07 07	
Q.2	(a) (b)	Define Goal setting. Explain the process of Goal setting. Describe in detail the different factors affecting individual behavior OR	07 07	
	(b)	Define learning through reinforcement. Explain in detail four basic reinforcement strategy and schedule with suitable example.	07	
Q.3	(a) (b)	Explain the process of formation of an attitude. Discuss in detail the five universal values. OR	07 07	
Q.3	(a)		07	
	(b)	•	07	
Q.4	(a)	What do you mean by emotional intelligence? Explain the steps to identify emotional intelligence at workplace.	07	
	(b)		07	
Q.4	(a)	What do you mean by critical thinking and explain the process of critical	07	
	(b)	thinking. Explain in detail action oriented role, people oriented role and thought oriented role to form a good team.	07	
Q.5	(a)	"Value are learned and acquired through experience". Do you agree? Support your answer with suitable argument.	07	
	(b)	"An efficient employee require computing skill" explain this with reference to importance of computing skills.	07	
Q.5	(a)	OR Write short note.	07	
~	` '	 Differentiate between Human attitude and Value. Organization Behavior and Culture. 		

(b) Write short note.
1. Difference between Muscular and sensor ability.
2. Management skill of a good seller.

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