**Jan/Feb 2022**

**Assignment**

**DBB1102 – ORGANIZATIONAL BEHAVIOUR**

**Set- First**

**1. Explain Johari Window model.**

**Ans:** The Johari Window is a communication model that can be used to improve understanding between individuals. The Johari Window model was devised by American psychologists Joseph Luft and Harry Ingham in 1955, while researching group dynamics at the University of California Los Angeles. The word “Johari” comes from the initial letters of Joseph Luft and Harry Ingham. The model was named as window for the purpose that we can see others clearly through the window, and others Its Half solved only

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**2. Elucidate Maslow’s need hierarchy theory of motivation.**

**Ans.** Abraham Harold Maslow in the year 1954 proposed the need Hierarchy theory of Motivation. This theory says that

a) Human behavior is influenced by their wants and desires.

b) Any unsatisfied need acts as a motivator.

c) Needs are hierarchical.

d) People can move from lower needs to upper needs.

Maslow identified five levels of needs which are the source of motivation.

These needs are

**3. Define emotion, describe its characteristics. How does it differ from affect and moods? Explain by giving examples.**

**Ans:** Emotions are defined as a complex pattern of arousal, subjective feeling and cognitive interpretation involving physiological and psychological reactions. They can also be explained as intense feelings that are directed at someone or something (object). Emotions are often confused with moods and affect. Affect is a broad concept and includes a wide range of feelings that we experience under normal and abnormal circumstances. They include emotions. Thus emotion is a component of affect. Moods, on the other hand, are feelings less powerful than emotions and are not directed

**Set- Second**

**4. Define Motivation. Why is motivation important for an organization? Discuss intrinsic and extrinsic motivation.**

**Ans.** The term **‘motivation’** has its origin in the Latin word “mover” which means to “move”. Thus, motivation stands for movement. One can move people by incentives or threats which can have a limited effect. These work for a while and then need to be repeated, increased or reinforced to secure further movement.

The term motivation may be defined as “the managerial function of ascertaining the motives of subordinates and helping them to realize those motives”.

According to Dubin, motivation could be defined as “the complex of forces starting and keeping a person at work in an

**5. How the organizations manage cultural diversity? Discuss some methods to be carried out by managers to manage cultural diversity efficiently.**

**Ans:** The business leaders have to face a number of challenges due to increased diversity. Though not all problems occur due to cultural changes, there can be clashes due to different personalities, gender, competence, ability or other perceived factors. But we cannot even take the cultural aspect lightly as it proves to be a very sensitive issue. Hence, to manage the cultural diversities