

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES PROGRAMME
LEVEL 03
FINAL EXAMINATION-2008
SOCIAL PSYCHOLOGY OF ORGANIZATIONS –MCU 1204
DURATION: TWO (03) HOURS**



DATE: 02-02-2008

TIME: 9.30 a. m - 12.30 p. m

INSTRUCTIONS:

This Paper consists of six (06) questions. You are required to answer questions numbered one (01), two (02) and any three (03) other questions.

Total number of questions to be answered is Five (05)

Compulsory

Frustrated at Age 30

01)

Bob Wood is 30. But if you listened to him, you'd think he was 60 and washed-up. "I graduated college at a great time. It was 1996. I started as an analyst for Accenture, worked as a health-car IT consultant for two other firms, and then became Chief Technology Officer at Claimshop.com, a medical claims processor." By 2001, Bob was making \$80,000 a year plus bonus, driving an expensive European sports car, and optimistic about his future. But Bob Wood has become a statistic. He's one of 40 million Americans born between 1966 and 1975 whose peak earnings may be behind them. Bob now makes \$44,000 as a technology analyst at a hospital and is trying to adjust to the fact that the go-go years of the late-1990 are history.

Like many of his generation, Bob is mired in debt. He owes \$23,000 on his college loans and has run up more than \$4,500 on his credit cards. He faces a world very different from the one his father found when he graduated college in the early 1960's.

"The rules have changed. And we Generations Xers are getting hit hard. We had to go to college to get a decent job. But the majority of us graduated with high student debt. The good news was, when we graduated, the job market was great. I got a \$5,000 hiring bonus on my first job! The competition by employers for good people drove salaries up. When I was 28, I was making more money than my dad, who had been with the same company for over 20 years. But my dad has job security. And he has a nice retirement plan that will pay him a guaranteed pension when he turns 58. Now look at me. I don't know if I'll ever make \$80,000 again. If I do, it'll be in 20 or more years. I have no job security. I'm paying \$350 a month on my college loans. I'm paying another \$250 a month on my credit card account. I've got 30 more payments on my BMW. And my girlfriend says it's time for us to settle down and get married. It would be nice to own a house, but how can I commit myself to a 30-year mortgage when I don't know if I'll have a job in six months."

"I'm very frustrated. I feel like my generation got a bad deal. We initially got great jobs with unrealistically high pay. I admit it; we were spoiled. We got used to working one job for six months, quitting, then taking another and getting ourselves a 25 or 30 percent raise. We thought we'd be rich and retired by 40. The truth is that we're now lucky to have a job and, if we do, it probably pays half what we were making a few

years ago. We have no job security. The competition for jobs, combined with pressures by business to keep costs down, means a future with minimal salary increases. It's pretty weird to be only 30 years old and to have your best years behind you!"

Questions:

1. *Analyze Bob using the Maslow need hierarchy.* (15 marks)
2. *Using expectancy theory and equity theory, analyze Bob's situation.* (15marks)

Source: Based on M. Gimein, "Smart Is Not Enough!" *Fortune*, January 8, 2001, pp. 124-36.

Compulsory

02) Explain any five terms from the following.

1. Memory Span
2. Prejudice
3. Perceptual Boundary
4. Scapegoat
5. Decoding stage
6. The Likert scale
7. Horizontal Complexity

(2 Marks X 5=Total 10 marks)

ANSWER ANY 3 QUESTIONS FROM THE FLOWING QUESTIONS

03) 1. Which has the stronger impact on personality: heredity or environment? Explain (08 marks)

2. How does personality influence work? Cite examples to clarify your answer (12 marks)

04) Should organizations aim to prevent organizational stress or merely reduce it after it is present in the work place? Answer this question by comparing and contrasting the effectiveness of coping strategies on individual approaches with organizational approaches. (20 marks)

05) You are the Human Resource Manager of Dasa Property Development Company. It is common knowledge that the building industry is very male oriented. Recently your company hired a well-qualified female engineering graduate from Moratuwa University. Unfortunately you know there is a negative attitude towards a professional woman working on the site.

1. How might you go about trying to change the workers' attitudes towards the female engineer? Justify your answer based on concepts discussed in class. (12 marks)

2. What are the barriers to attitude change? (08 marks)

06) Write short notes on the 04 questions from the followings.

I. Describe the key elements in socialization process that occur when a new member joins a group

II. Why is non-verbal communication important in the work Place?

III. List and explain (with examples) three potential sources of stress

IV. Contrast the traditional and current perspective on conflict

V. Name and explain what the forces for organizational change are

VI. Why should organizations train employees? (4 Marks X 5=Total 20 marks)