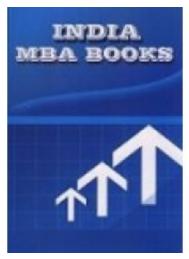
ORGANISATIONAL BEHAVIOUR



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- **Unit-3** Learning and Behaviour Modification:Learning process, Theories of Learning, Attitude Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity
- **Unit-4** Motivation:Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, E R G Model, Limitations and Criticisms of Motivation Theories.
- **Unit-5** Leadership:Importance, Functions, Style, Theories of Leadership, Types. Communication:Importance of communication, communication Process, Barriers to Communication, Steps for improving Communication, Transactional Analysis