

EGT2  
ENGINEERING TRIPOS PART IIA

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Thursday 4 May 2023 09:30 to 11:10

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**Module 3E6**

**ORGANISATIONAL BEHAVIOUR**

Answer *two* out of three questions.

All questions carry the same number of marks.

The *approximate* percentage of marks allocated to each part of a question is indicated in the right margin.

Write your candidate number **not** your name on the cover sheet.

**STATIONERY REQUIREMENTS**

Single-sided script paper

**SPECIAL REQUIREMENTS TO BE SUPPLIED FOR THIS EXAM**

None

**10 minutes reading time is allowed for this paper at the start of the exam.**

**You may not start to read the questions printed on the subsequent pages of this question paper until instructed to do so.**

**You may not remove any stationery from the Examination Room.**

1 Imagine that an organisation has developed a very effective management practice to facilitate employee socialization and has just implemented it. Drawing on theories and empirical findings that you learnt, predict and explain how employee creativity will be affected by this practice.

*Note 1. Whenever you draw on a theory, you should explain the basic tenets of the theory.*

*Note 2: Assume that, except for the implementation of this practice, everything remains equal before and after the implementation.* [100%]

2 Entrepreneurs are increasingly turning to open platforms like Kickstarter.com to showcase and fund their ideas. For example, fashion designers may use the site to share their designs and seek funding from a global audience. Crowdfunding allows the public to evaluate the creativity of the designs and decide whether or not to financially support them. However, at Kickstarter.com it's not uncommon for evaluators from diverse cultural backgrounds to have differing opinions on the same idea; some may see it as creative while others may view it as uncreative. This raises the question of why individuals from different cultures often evaluate the same idea differently. Drawing on theories and empirical findings that you learnt, provide an elaborate answer to this question.

*Note. Whenever you draw on a theory, you should explain the basic tenets of the theory.* [100%]

3 Imagine a company that has a very strong culture that stifles the sharing of unique and varied ideas. The CEO of this company finds that such a culture is counterproductive because it may reduce employee creativity. To counteract this, the CEO recruited multiple employees who score high in openness to experience, which is often found as an important predictor of creativity. Drawing on theories and empirical findings that you learnt, discuss whether these new employees will exhibit creativity by expressing their trait of openness to experience.

*Note. Whenever you draw on a theory, you should explain the basic tenets of the theory.* [100%]

**END OF PAPER**