



[Frequently Asked Questions]

Value

Subject:	Business Economics
Course:	B. A. (Hons.), 4 th Semester, Undergraduate
Paper No. & Title:	Paper – 402 Organizational Behaviour
Unit No. & Title:	Unit – 2 Individual Behaviour
Lecture No. & Title:	Lecture – 4 Value

Frequently Asked Questions

Q1. Define values.

A1. Values are Stable, long-lasting beliefs about what is important in a variety of situations, that guide our decisions and actions.

Q2. What are the two attributes of values?

A2. The two attributes of Values are Content Attribute and Intensity Attribute.

Q3. What is Value System?

A3. When we rank an individual's values in terms of their intensity, we obtain that person's value system.

Q4. What are the ways in which a person's value system develops?

A4. Each person's unique value system is developed and reinforced through socialization from parents, religious institutions, friends, personal experiences and the society in which he or she lives.

Q5. What are the three critical development periods for an individual's value system as described by Sociologist Morris Massey?

A5. Imprint period (birth to age seven): Individuals begin establishing the template for what will become their own values.
Modelling period (ages eight to thirteen): The individual's value template is sculpted and shaped by parents, teachers, and other people and experiences in the person's life.

Socialization period (ages thirteen to twenty-one): An individual fine-tunes values through personal exploration and comparing and contrasting with other people's behaviour.

Q6. What are the domains of values given by Social psychologist Shalom Schwartz?

A6. Benevolence

Tradition

Security

Power

Achievement

Hedonism

Stimulation

Self-Directions

Universalism

Q7. Explain Openness to Change.

A7. Openness to change represents the extent to which a motivated to pursue innovative ways. It corresponds to the values of self-direction (independent thought and action) and stimulation (excitement and challenge).

Q8. Explain Conservation.

A8. Conservation, the opposite end of this dimension, is the extent to which a person is motivated to preserve the status quo. Conservation is associated with the values of conformity (adherence to social norms and expectations), security (safety and stability), and tradition (moderation and preservation of the status quo).

Q9. Explain Self Transcendence.

A9. Self-transcendence the other extreme of this dimension refers to the motivation to promote the welfare of others. It relates to the values of benevolence (concern for others in one's life) and universalism (concern for the welfare of all people and nature).

Q10. Explain Self Enhancement.

A10. Self-enhancement is how much a person is motivated by self-interest is related to the values of achievement (pursuit of personal success) and power (dominance over others).

Q11. Define Individualism.

A11. The extent to which a person values independence and personal uniqueness is Individualism.

Q12. Define Collectivism.

A12. The extent to which people value duty to groups to which they belong, and to group harmony is Collectivism.