

## Examrace

### Competitive Exams: Write Shorts Notes on Organizational Behavior

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#### **Organizational Behavior: Attitude, Belief and Ideology**

An attitude may be defined as a tendency to react positively or negatively in regard to an object. An attitude is a cognitive element. It always remains inside a person. An attitude is always directed towards some object. The notable feature of attitude is that it varies in direction, intensity and the extent of consciousness. An attitude is a tendency in a certain way. That is a person who has an attitude has a readiness or disposition to react favorably or unfavorably to anyone of large variety of related situation. Attitude is for or against things. We tend to have favorable attitudes towards sources of gratification and favorable attitudes towards sources of punishment and frustration. A belief is a judgment about something. For example a belief that the world is round is a judgment about its form. Many of our beliefs, of course are emotionally neutral. Others are definitely favorable or unfavorable towards some object. For example, a favorable attitude towards the religion may involve beliefs that the religion helps to curb delinquency, that worshippers are better citizens than are non-devotees, that people who stay away from temples are unhappy and immoral, and so on. When beliefs become organized into system, they are called ideologies. The capitalists' ideology, for example, is a set of beliefs that a free enterprise economy is maximally productive; that competition in the long run brings down prices and raises quality; and that events in the market place do and should determine what is produced. There are ideologies pertaining to all major institution of society, such as the family, the law, the government, and the economic system. Although these ideologies are difficult to verify, we feel strong about them and, as long as things go well, have great confidence in them. They give us an interpretation and justification for our practice. Like religion, they are matter of faith. They give us an interpretation and justification for our practices. Like religion, they are matter of faith. They give us an interpretation and justification for our practice. Like religion, they are matter of faith. They give us social definition of reality. It is an interesting thing about human behavior that some of the beliefs that we hold most tenaciously with the strongest feelings are not readily subject to proof or disproof.

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