

Q2) What is Group Norms?

Ans → Norms refers to group behaviour standards, beliefs, attitudes, traditions and expectations shared by group members. According to Michael Argyle, "group norms are rules or guidelines of accepted behaviour which are established by a group and used to monitor the behaviour of its members!" They are framed to achieve objective of the group. They can be social and formal in nature. They are framed to achieve the objective of group. They can be social and informal in nature.

Types of Group Norms

There are two types of group norms. Which are as follows:-

- Behaviour Norms:-

Behaviour norms are rules that standardise how individuals act while working on a day to day basis. Examples are "do not come to committee meetings unless you have to read the reports to be discussed" "greet every customer with a smile" etc. These norms tend to reflect motivation, commitment to the organization and therefore result in high level of performance.

Performance norms:

Performance norms are rules that standardize employee output and number of hours worked.

Groups don't have the time or energy to regulate each and every action of the group members, only those behaviours that sound to be important by group members should be brought under control.