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INTERNATIONAL CENTRE FOR APPLIED SCIENCES
(Manipal University)
III SEMESTER B.S. DEGREE EXAMINATION –MAY 2016
SUBJECT: INDUSTRIAL PSYCHOLOGY (HS 231)
(BRANCH: MECH/IP)
26TH MAY, 2016

Time: 3 Hours

Max. Marks: 100

✓ Answer ANY FIVE full Questions.

1A. Define Psychology? Discuss whether an engineer needs to understand psychology as a science or as an art and what are the areas of industrial psychology he/she needs to understand. (02+08)

1B. Compare and contrast Maslow's hierarchy of needs with Friedrick Herzberg's two factor theory of Motivation ? (05+05)

2A. Define job analysis and explain its outcomes. Discuss any two job evaluation methods. (04+06)

2B. What are the tests that are commonly conducted in any selection process and explain salient features of any two of them. (02+08)

3A. Explain on-the- job training methods. (10)

3B. Explain the process of performance appraisal with the help of concept of MBO. (10)

4A. What is productivity? Discuss the factors influencing productivity. (02+08)

4B. List out the commonly used charts and diagrams used for method study and explain any two of them (one chart and one diagram each) (04+06)

5A. Discuss briefly why organizations should be concerned about health and safety in workplace? What are the causes of industrial accidents? (05+05)

5B. Discuss the abilities of an effective leader. (10)

6A. Explain Likert's four systems of management. (10)

6B. What are different kinds of decisions? Explain different steps involved in Rational Decision making? (02+08)

7A. Explain different stages of group development? What is brain storming? (08+02)

7B. Define and briefly discuss the three job related attitudes. (01+03x03)

8A. What is market research.Explain different primary data collection methods. (02+08)

8B. Discuss product life cycle of a product which you are familiar with. Explain the methods used to measure the Advertising effectiveness. (06+04)

