



Reg. No.

**INTERNATIONAL CENTRE FOR APPLIED SCIENCES**  
(Manipal University)  
**III SEMESTER B.S. DEGREE EXAMINATION – NOV. / DEC. 2016**  
**SUBJECT: INDUSTRIAL PSYCHOLOGY (HS 231)**  
(Branch: MECH, IP & MET)  
**Friday, 2 December 2016**

**Time: 3 Hours**

**Max. Marks: 100**

- ✓ **Answer ANY FIVE full Questions.**
- ✓ **Missing data, if any, may be suitably assumed.**

1A Define Values and Attitude. List the types of values. Explain the relationship between attitude and behaviour.

1B Explain briefly: On-the-job and Off-the-job training methods in management development.  
(10+10)

2A List the charts that are used in recording the macro and micro motions in method study. Mention the symbols used and uses of those charts.

2B List the types of communication that take place in an organization. Explain briefly. List the barriers that you encounter in various types of organizational communication.  
(10+10)

3A Differentiate between a traditional manager and a traditional leader. Explain the Blake and Mouton Leadership Grid.

3B List the contributions of F.W Taylor. Mention a few reasons for the revolt against Scientific Management.  
(10+10)

4A Define “Marketing Research”. Explain briefly the various methods used for collecting primary data. Highlight sampling method.

4B Explain the stages of group formation.  
(10+10)

5A Explain the principles of motion economy.

5B List and explain the functions of a manager in an organization.  
(10+10)

6A What is span of control? Sketch flat and tall structures used in organizational chart. List the factors that influence span of control and discuss the resulting span from each factor.

6B When do you take a decision? Explain briefly the Group decision making techniques.  
(10+10)

7A Explain briefly the processes “Market Segmentation” and “Marketing Mix”. With the help of any two proper examples, discuss the way how business firms develop their marketing strategies using market segmentation and marketing mix

7B List any ten principles of management (as suggested by Henri Fayol) and explain them briefly.  
(10+10)

8A Define Industrial Psychology. What are the subfields of Industrial Psychology? List the functions of an industrial psychologist in each of its subfields.

8B With the help of neat sketches, explain departmentation by function and departmentation by product. List any one advantage and disadvantage associated with these methods.  
(10+10)

