

MANIPAL UNIVERSITY**THIRD SEMESTER B.S. (ENGG.) DEGREE EXAMINATION – DECEMBER 2015****SUBJECT: INDUSTRIAL PSYCHOLOGY (HS 231)****(BRANCH: MECHANICAL/IP)**

Friday, December 18, 2015

Time: 10:00 -13:00 Hrs.

Max. Marks: 100

✍ **Answer any FIVE full questions.**

- 1A. What is a decision making? Explain briefly the Group Decision making techniques.
(1+9 = 10 marks)
- 1B. Explain the various functions of marketing management.
(10 marks)
- 2A. Define the term “Management” as an activity. Explain the functions of Managers.
(2+8 = 10 marks)
- 2B. Explain the following terms briefly with proper examples:
- i) Objectives
 - ii) Strategies
 - iii) Unity of Command
 - iv) Unity of Direction
 - v) Authority and Responsibility
- (2 marks × 5 = 10 marks)
- 3A. Define “Marketing Research”. Explain briefly the various methods used for collecting primary data. Highlight sampling method.
(1+14 = 15 marks)
- 3B. Differentiate Cycle graph and chrono cycle graph.
(5 marks)
- 4A. List the contributions of F W Taylor. Mention a few reasons for the revolt against Scientific Management.
(8+2 = 10 marks)
- 4B. Differentiate between a traditional manager from a traditional leader. Explain the Blake and Mouton Leadership Grid.
(2+8 = 10 marks)
- 5A. With the help of a block diagram, explain the process of Management By Objectives. Develop one objective in each of those eight key result areas (by following dimensions).
(8+4 = 12 marks)

5B. Write about Abraham Maslow's motivational theory. List the hierarchy of needs. Why people have criticized this theory?

(1+4+3 = 8 marks)

6A. Explain "On-the-job" and "Off-the-job" training methods.

(5+7 = 12 marks)

6B. Mention the sub-fields of Industrial Psychology and list the activities of Industrial Psychologist in those fields.

(8 marks)

7A. What is meant by "Job Satisfaction"? What are some of the major determinants or factors that influence job satisfaction?

(2+8 = 10 marks)

7B. Define the term "Group". Why are groups formed? Explain briefly the stages of Group Development.

(1+2+7 = 10 marks)

8A. Explain the research methodology used in "Hawthorne Experiments". List the findings.

(10 marks)

8B. What is an accident? List the causes of Industrial Accidents and explain briefly.

(1+9 = 10 marks)

