



## INTERNATIONAL CENTRE FOR APPLIED SCIENCES

(Manipal University)

THIRD SEMESTER B.S. DEGREE EXAMINATION – NOV. / DEC. 2017

INDUSTRIAL PSYCHOLOGY (HS 231)

(Branch: Mech. and IP)

Saturday, 4 November 2017

**Time: 3 Hours****Max. Marks: 100**

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

- 1A. Define Industrial Psychology. What are the subfields of Industrial Psychology? List the functions of an industrial psychologist in each of its subfields.
- 1B. List any ten principles of management (as suggested by Henri Fayol) and explain them briefly. **(10+10)**
- 2A. 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.
- 2B. 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)**
- 3A. 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.
- 3B. List and explain the functions of a manager in an organization. **(12+8)**
- 4A. Explain the principles of motion economy.
- 4B. When do you take a decision? Explain briefly the Group decision making techniques. **(8+12)**
- 5A. Define “Marketing Research”. Explain briefly the various methods used for collecting primary data. Highlight sampling method.
- 5B. List the contributions of F.W Taylor. Mention a few reasons for the revolt against Scientific Management. **(10+10)**
- 6A. Differentiate between a traditional manager and a traditional leader. Explain the Blake and Mouton Leadership Grid.
- 6B. Explain the stages of group formation. **(12+8)**
- 7A. List and explain the charts that are used in recording the macro and micro motions in method study. Mention the symbols used and uses of those charts.
- 7B. Explain briefly: On-the-job and Off-the-job training methods in management development. **(10+10)**
- 8A. Define Values and Attitude. List the types of values. Explain the relationship between attitude and behaviour.
- 8B. 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)**

