

Question Paper

Exam Date & Time: 11-May-2018 (09:30 AM - 12:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

INTERNATIONAL CENTRE FOR APPLIED SCIENCES END SEMESTER THEORY EXAMINATION - APRIL 2018 III SEMESTER B. S. (ENGG) Date: 11.05.2018

Time: 9.30 A. M. TO 12.30 P.M.
INDUSTRIAL PSYCHOLOGY [HS 231]

Marks: 100

Duration: 180 mins.

Answer 5 out of 8 questions.

Missing data, if any, may be suitably assumed.

- 1) 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. (10)
 - A)
 - B)
- 2) Define Values and Attitude. List the types of values. Explain the relationship between attitude and behaviour. (10)
 - A)
 - B)
- 3) 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)
 - A)
 - B)
- 4) Define "Marketing Research". Explain briefly the various methods used for collecting primary data. Highlight sampling method. (10)
 - A)
 - B)
- 5) Differentiate between a traditional manager and a traditional leader. Explain the Blake and Mouton Leadership Grid. (12)
 - A)
 - B)
- 6) List and explain the functions of a manager in an organization. (8)
 - A)
 - B)
- 7) Explain the stages of group formation. (8)
 - A)
 - B)
- 8) 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. (12)
 - A)
 - B)
- 9) Define Industrial Psychology. What are the subfields of (10)
 - A)
 - B)

- A) Industrial Psychology? List the functions of an industrial psychologist in each of its subfields.
- B) Explain briefly: On-the-job and Off-the-job training methods in management development. (10)
- 6) When do you take a decision? Explain briefly the Group decision making techniques. (12)
- A)
- B) Explain the principles of motion economy. (8)
- 7) List the contributions of F.W Taylor. Mention a few reasons for the revolt against Scientific Management. (10)
- A)
- B) 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. (10)
- 8) List any ten principles of management (as suggested by Henri Fayol) and explain them briefly. (10)
- A)
- B) 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)

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