

Question Paper

Exam Date & Time: 23-Nov-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

INTERNATIONAL CENTRE FOR APPLIED SCIENCES
FIRST SEMESTER B.Sc EXAMINATION NOV 2018

A COURSE ON PSYCHOLOGY FOR ENGINEERS [IHS 111 - S2]

Marks: 100

Duration: 180 mins.

Answer 5 out of 8 questions.

- 1) **Write very short answer on:** (20)
1A.Experimental method in Psychology
1B.Reinforcement
1C.Two factor and Cattell's theory of intelligence
1D.Psychosexual stages of development
(5X4=20 marks)
- 2) **Write very short answer on:** (20)
2A.Any five branches of Psychology
2B.Emotional intelligence
2C.Perceptual constancy
2D.Assessment of Intelligence (5X4=20marks)
- 3) Explain any two approaches to Personality. (20)
- 4) Write a brief account on Classical conditioning along with its applications. (20)
- 5) Explain briefly the following Principles of Management by quoting the appropriate examples. (14)
- 5A) (i)Division of labour and work (ii) Authority and Responsibility (iii) Discipline (iv) Unity of Command (v)Unity of Direction (vi) Subordination of individual interest to the common goal (vii) Remuneration (viii) Centralization of Authority (ix) Scalar Chain of Command (x) Order (xi) Equity of Treatment (xii) Stability of tenure of personnel (xiii) Initiative (xiv) Espirit de Corps
- 5B) List and explain the functions of a manager in an organization. (6)

- 6) Explain briefly the various methods used for collecting primary data. Highlight sampling method. (12)
- 6A)
- 6B) State the Maslow's and Herzberg's theories of motivation. (8)
Compare the hierarchy of human needs from Maslow's Motivational Theory with the list of items stated under Herzberg's 2-factor Motivational Theory. Explain briefly the Maslow's hierarchy of needs.
- 7) With the help of proper examples, explain briefly the following types of psychology: (20)
- (i) Experimental Psychology (ii) Neuroscience Psychology
(iii) Medical Psychology (iv) School Psychology (v) Environmental Psychology (vi) Consumer Psychology (vii) Clinical/Counselling Psychology (viii) Engineering Psychology (ix) Industrial Psychology (x) Forensic Psychology
- 8) Explain briefly the processes "Market Segmentation" and "Marketing Mix". With the help of any four proper examples, discuss the way how business firms develop their marketing strategies using market segmentation and marketing mix. (15)
- 8A)
- 8B) Explain briefly the McGregor's X and Y theory of motivation (5)

-----End-----