Question Paper

MANIPAL ACADEMY OF HIGHER EDUCATION

INTERNATIONAL CENTRE FOR APPLIED SCIENCES
I SEMESTER B.Sc. (APPLIED SCIENCES) IN ENGINEERING END SEMESTER THEORY EXAMINATION-APRIL/MAY 2019
A COURSE ON PSYCHOLOGY FOR ENGINEERS [IHS 111]

Marks: 100   **Duration: 180 mins.**

Answer 5 out of 8 questions.

1)	Trace the origin of Psychology. Write an account on various schools of Psychology.	(20)
2) A)	Define intelligence. Explain the theory of multiple intelligence	(10)
B)	Describe the components of Emotional intelligence	(10)
3) A)	Explain any two trait theories of Personality	(10)
B)	Describe various personality assessment techniques	(10)
4) A)	Reinforcement types and schedules with examples	(5)
B)	Application of Classical conditioning	(5)
C)	Any five laws of perceptual organization	(5)
D)	Theory of Attribution	(5)
5)	With the help of proper examples, explain briefly the following types of psychology (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	(20)
6) A)	Explain briefly the following Principles of Management by quoting the appropriate examples. (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	(14)

B)   List and explain the functions of a manager in an organization.   (6)

7)

A)   Explain briefly the processes "Market Segmentation" and "Marketing Mix". (15) With the help of any four proper examples, discuss the way how business firms develop their marketing strategies using market segmentation and marketing mix.

B)   Explain briefly the McGregor's X and Y theory of motivation.   (5)

8)

A)   Explain briefly the various methods used for collecting primary data. (12) Highlight sampling method.

B)   State the Maslow's and Herzberg's theories of motivation. Compare the (8) 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.

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