

Question Paper

Exam Date & Time: 23-Nov-2019 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

INTERNATIONAL CENTRE FOR APPLIED SCIENCES END SEMESTER THEORY EXAMINATION - NOVEMBER 2019 I SEMESTER B. Sc. (Applied Sciences) In Engg. A COURSE ON PSYCHOLOGY FOR ENGINEERS [IHS 111]

Marks: 100

Duration: 180 mins.

Answer 5 out of 8 questions.

- 1) Write very short answer on: (20)
 - a) Any TWO branches of Psychology
 - b) Psychoanalytic school
 - c) Perceptual constancy
 - d) Intelligence test
- 2) Write very short answer on: (20)
 - a) Experimental method in Psychology
 - b) Applications of Operant conditioning
 - c) Multiple intelligence
 - d) Theory of attribution
- 3) Explain in detail the humanistic approach to Personality. (20)
- 4) Describe Classical conditioning, along with its applications. (20)
- 5) 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
- 6) Explain briefly the following Principles of Management by quoting the appropriate examples. (14)
 - A) (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
 - B) List and explain the functions of a manager in an organization. (6)
- 7) Explain briefly the processes "Market Segmentation" and "Marketing Mix". (15)
 - A) 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) Explain briefly the various methods used for collecting primary data. (12)
Highlight sampling method.
- A)
- B) State the Maslow's and Herzberg's theories of motivation. 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. (8)

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