

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: 50

Duration: 180 mins.

Answer all the questions.

- 1) Define Intelligence. Explain any two theories of Intelligence (10)
- 2) Explain the trait approach to Personality (10)
- 3) Write short notes on: (5)
 - a) Reinforcement
- A) (5)
- B) Write short notes on: (5)
 - a) Explain briefly the McGregor's X and Y theory of motivation.
- 4) Explain briefly the processes "Market Segmentation" and "Marketing Mix". (10)
With the help of any four proper examples, discuss the way how business firms develop their marketing strategies using market segmentation and marketing mix.
- 5) Explain briefly the following Principles of Management by quoting the appropriate examples. (10)
 - (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) Scalar Chain of Command (viii) Order (ix) Equity of Treatment (x) Stability of tenure of personnel

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