

Question Paper

Exam Date & Time: 31-Dec-2019 (09:30 AM - 12:30 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 - S2]

Marks: 50

Duration: 180 mins.

Answer all the questions.

- 1) Define Perception. Explain the laws of grouping (10)
- 2) Explain Operant Conditioning along with its two application (10)
- 3) Write short notes on: (5)
 - A) a) Emotional intelligence
 - B) Explain briefly the Herzberg's 2-factor theory of motivation. (5)
- 4) 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. (10)
- 5) Explain briefly the following Principles of Management by quoting the appropriate examples. (5)
 - A) (i) Division of labour and work (ii) Unity of Command (iii)Unity of Direction (iv) Scalar Chain of Command (v) Order
 - B) With the help of proper examples, explain briefly the following types of psychology (5)
 - (i) Experimental Psychology (ii) Neuroscience Psychology (iii) Medical Psychology (iv) Clinical/Counselling Psychology (v) Industrial Psychology

-----End-----