



**INTERNATIONAL CENTRE FOR APPLIED SCIENCES**  
**MAHE, MANIPAL**  
**B.Sc. (Applied Sciences) in Engg.**  
**End – Semester Theory Examinations – Nov./ Dec. 2020**  
**I SEMESTER - A COURSE ON PSYCHOLOGY FOR ENGINEERS (IHS 111)**  
**(Branch: Common to all)**

**Time: 3 Hours**

**Date: 28 November 2020**

**Max. Marks: 50**

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- ✓ **Answer ALL the questions.**
  - ✓ **Missing data, if any, may be suitably assumed**
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- 1A.** Describe the schools in Psychology. **(5 marks)**
- 1B.** Explain the applied branches of Psychology. **(5 marks)**
- 2.** Describe Operant conditioning and its applications. **(10 marks)**
- 3.** Write short notes on Emotional intelligence **(5 marks)**
- 4.** Write short notes on:
- a) Maslow's Needs Hierarchy Theory. **(5 marks)**
  - b) Explain briefly the McGregor's X and Y theory of motivation. **(5 marks)**
- 5.** Explain briefly the processes "Marketing Mix". **(5 marks)**
- 6.** Explain briefly the following Principles of Management.
- (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 **(10 marks)**

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