



INTERNATIONAL CENTRE FOR APPLIED SCIENCES

MAHE, MANIPAL

B.Sc. (Applied Sciences) in Engg.

End – Semester Theory Examinations – May 2021 – Repeaters 2018 Batch

I SEMESTER – A COURSE ON PSYCHOLOGY FOR ENGINEERS (IHS 111)

(Branch: Common to all)

Time: 3 Hours

Date: 31 May 2021

Max. Marks:100

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- ✓ **Answer any FIVE full questions.**
 - ✓ **Missing data, if any, may be suitably assumed.**
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- 1. Write very short answer on:** (20)
 - i) Any TWO schools of Psychology
 - ii) Functionalism
 - iii) Perceptual constancy
 - iv) Multiple Intelligence

- 2. Write very short answer on:** (20)
 - i) Reinforcement
 - ii) Branches of Psychology
 - iii) Trait approach to Personality
 - iv) Theory of attribution

- 3. Explain in detail the various methods used in Psychology** (20)

- 4. Describe Humanistic approach to Personality** (20)

- 5. Write short notes on:**
 - i) Maslow's Needs Hierarchy Theory. (20)
 - ii) Explain briefly the McGregor's X and Y theory of motivation. (20)

- 6. 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.** (20)

- 7. Explain briefly the following Principles of Management by quoting the appropriate examples.** (20)

(i) Division of labor 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

- 8. With the help of proper examples, explain briefly the following types of psychology (i) Experimental Psychology (ii) Neuroscience Psychology (iii) Medical Psychology (iv) Clinical/Counselling Psychology (v) Industrial Psychology** (20)
